



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

Stockholm's Tourism Industry: September 2021

During September, just over 900,000 overnight stays were made at commercial accommodation facilities in Stockholm County – an increase of 300,000 or 51% compared to September 2020. But compared to the situation before the pandemic – in September 2019 – 426,000 guest nights are still missing. This corresponds to a reduction of 32%.

Domestic overnight stays increased by 46% since September last year and foreign guests nights by 75%. Compared with September 2019, guest nights from Swedish visitors were still affected less (-19%) than foreign (-57%).

Most target groups show a positive development compared with September 2020. Nordic target groups have increased by 140% and the rest of Europe by 102%.

However, visitors from the UK have still not returned to the same extent. For target groups in Asia, the development was weak during the month. Overnight stays by Indian visitors have even fallen sharply.

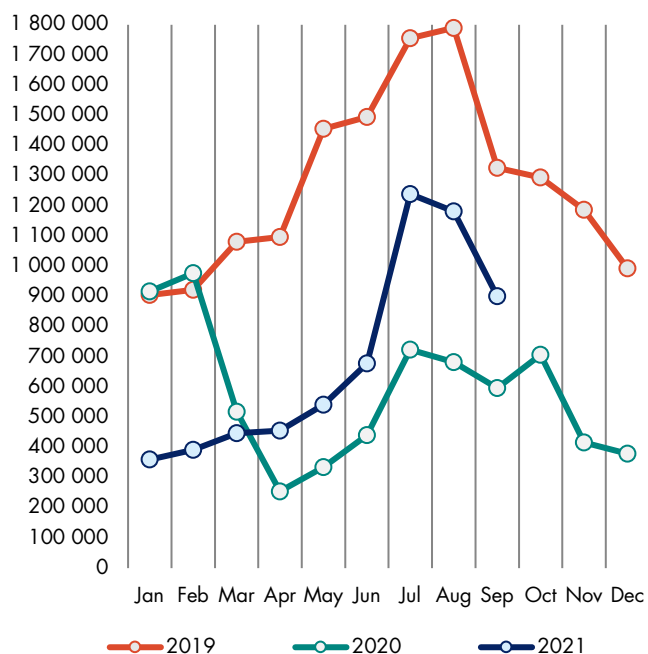
All target groups are well below pre-pandemic levels. Not least target groups in Asia. For example, during the year, Chinese visitors have made 96% fewer overnight stays than in 2019. In the country as a whole, the recovery has been greater. This applies to both Swedish and foreign visitors.

With one quarter remaining of 2021, 14% more overnight stays have been made than in 2020, but 48% fewer than in 2019.

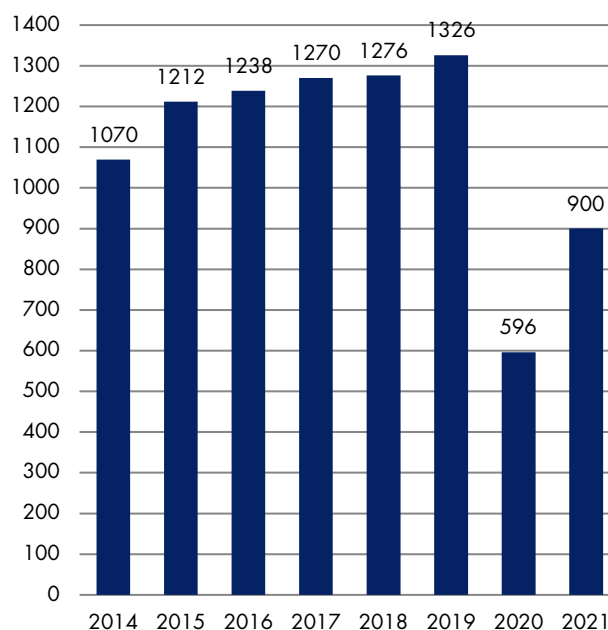
Commercial overnight stays in Stockholm County September 2021, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	900.352	51%	Not indicated	15.405	-3%
Sweden	703.730	46%			
Foreign	196.622	75%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	31.313	110%	11 Spain	5.826	148%
2 USA	27.622	127%	12 Italy	4.950	171%
3 The Netherlands	12.077	202%	13 Austria	4.165	796%
4 Denmark	10.184	108%	14 Belgium	3.709	343%
5 Great Britain	9.280	27%	15 Lithuania	2.450	193%
6 Norway	9.002	104%	16 Ireland	1.941	226%
7 France	8.672	49%	17 Czech Republic	1.625	150%
8 Finland	8.407	267%	18 Estonia	1.619	50%
9 Poland	6.301	47%	19 Romania	1.330	-24%
10 Switzerland	6.299	166%	20 UAE	1.287	391%

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



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



Commercial overnight stays 2021 compared with previous year

	September 2021		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	900.352	51%	6.196.892	14%
Domestic	703.730	46%	4.948.620	17%
Foreign	196.622	75%	1.248.272	4%
Nordic countries, excl. Sweden	28.194	140%	143.169	3%
Europe excl. Nordic countries	110.151	102%	668.621	27%
Non-European	58.277	26%	436.482	-19%
City of Stockholm	537.275	60%	3.482.914	15%
Domestic	391.961	55%	2.588.745	22%
Foreign	145.314	77%	894.169	-2%
Nordic countries, excl. Sweden	21.036	170%	94.169	-6%
Europe excl. Nordic countries	81.229	102%	478.328	22%
Non-European	43.049	26%	321.672	-23%
Sweden	4.073.302	30%	42.851.878	16%

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	September 2021			YTD 2021		September 2021		YTD 2021	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	6.901.901	16%	900.352	51	22%	6.196.892	14	537 275	60	3.482.914	15
Sweden	5.391.968	14%	703.730	46	21%	4.948.620	17	391.961	55	2.588.745	22
Foreign	1.509.933	29%	196.622	75	27%	1.248.272	4	145.314	77	894.169	-2
Nordic countries excl. Sweden	170.064	13%	28.194	140	18%	143.169	3	21.036	170	94.169	-6
Europe excl. Nordic countries	676.353	27%	110.151	102	25%	668.621	27	81.229	102	478.328	22
Non-European/ not indicated	663.516	49%	58.277	26	46%	436.482	-19	43.049	26	321.672	-23
Europe	846.417	22%	138.345	109	23%	811.790	22	102.265	113	572.497	16
Austria	9.891	37%	4.165	796	45%	18.243	137	3.406	988	14.249	136
Belarus	1.004	67%	48	182	31%	249	-72	44	159	214	-74
Belgium	16.589	26%	3.709	343	31%	18.141	33	3.201	355	14.462	28
Bulgaria	1.454	18%	201	116	32%	1.481	25	173	116	1.299	20
Croatia	13.051	59%	309	-19	7%	1.601	-87	295	1453	1.227	-36
Czech Republic	9.402	31%	1.625	150	27%	8.684	31	1.356	235	6.847	47
Denmark	48.651	7%	10.184	108	16%	53.134	38	7.332	115	36.447	30
Estonia	14.394	26%	1.619	50	40%	21.486	135	874	29	14.550	168
Finland	50.025	34%	8.407	267	37%	31.830	-23	6.169	364	21.050	-30
France	70.362	54%	8.672	49	59%	65.912	33	7.562	58	52.120	21
Georgia	847	40%	107	84	20%	499	-36	98	75	302	-49
Germany	120.741	13%	31.313	110	15%	174.453	73	22.459	106	115.854	57
Greece	5.272	61%	1.154	387	80%	4.568	-1	967	479	3.640	-8
Hungary	3.610	31%	559	111	36%	3.669	14	467	108	2.932	15
Iceland	2.807	33%	601	339	53%	3.278	28	499	366	2.438	25
Ireland	9.906	40%	1.941	226	41%	12.886	75	810	231	8.390	98
Italy	27.706	41%	4.950	171	37%	26.830	20	4.128	179	21.995	17
Latvia	6.010	19%	973	144	37%	6.103	23	415	177	2.759	3
Lithuania	19.345	43%	2.450	193	42%	13.402	-16	1.217	356	5.125	1
Luxembourg	2.859	51%	331	16	50%	2.747	34	299	16	2.452	38
Netherlands	39.058	26%	12.077	202	27%	65.720	121	9.240	197	47.099	105
Norway	68.581	15%	9.002	104	14%	54.927	-3	7.036	139	34.234	-15
Poland	43.888	20%	6.301	47	20%	33.939	5	3.856	47	20.915	5
Portugal	7.239	30%	917	28	31%	6.566	19	752	25	5.115	22
Romania	20.321	38%	1.330	-24	20%	16.701	14	1.132	-19	14.955	21
Russia	22.045	50%	527	137	49%	2.727	-87	305	59	1.941	-89
Slovakia	4.966	28%	716	102	48%	5.584	110	414	169	3.618	115
Slovenia	2.458	45%	569	148	37%	2.569	28	237	74	1.308	-3
Spain	30.697	50%	5.826	148	54%	30.922	30	5.195	178	24.662	22
Switzerland	24.132	22%	6.299	166	31%	32.184	88	4.919	156	23.891	70
Turkey	5.632	56%	295	127	30%	1.276	-75	252	200	1.100	-73
UK	114.498	36%	9.280	27	40%	47.472	-45	5.690	3	29.432	-54
Ukraine	8.882	61%	592	282	22%	2.552	-70	491	275	2.034	-73
Rest of Europe	20.094	35%	1.296	-28	18%	39.455	152	975	-40	33.841	149

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	September 2021			YTD 2021		September 2021		YTD 2021		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	167.756	42%	28.498	129	46%	158.107	15	20.114	135	111.606	10	
Canada	5.901	55%	876	252	59%	3.441	-27	717	232	2.833	-28	
USA	161.855	41%	27.622	127	46%	154.666	16	19.397	133	108.773	11	
Central & South America	11.865	45%	897	53	32%	10.023	7	728	44	8.146	-4	
Argentina	1.924	70%	60	-49	64%	3.635	179	60	-46	3.450	181	
Brazil	3.119	50%	245	26	36%	1.104	-60	225	42	926	-63	
Chile	1.668	75%	71	-12	45%	1.414	13	70	-9	1.312	14	
Columbia	668	56%	46	53	28%	227	-61	41	156	180	-66	
Mexico	1.594	72%	243	396	78%	1.575	28	139	209	545	-52	
Rest of Central & South America	2.892	47%	232	102	16%	2.068	-8	193	95	1.733	-9	
Asia	162.944	69%	5.968	-31	60%	76.235	-43	4.092	-17	52.643	-40	
China	17.616	54%	762	73	58%	5.570	-66	539	32	4.525	-68	
India	106.984	87%	1.196	-82	58%	45.636	-47	592	-83	29.581	-36	
Indonesia	907	63%	60	43	73%	228	-72	57	39	198	-73	
Iran	586	9%	73	265	22%	459	-1	52	189	311	-26	
Israel	1.792	59%	447	658	63%	2.329	54	411	661	2.076	55	
Japan	7.351	56%	275	101	38%	1.572	-76	177	51	1.172	-79	
Malaysia	796	44%	16	-20	40%	182	-76	14	-	160	-75	
Qatar	1.943	62%	112	104	84%	2.954	324	103	110	1.274	94	
Saudi Arabia	1.818	61%	208	732	72%	999	-37	201	1575	909	-27	
Singapore	1.444	47%	328	1391	74%	989	-25	122	510	660	-44	
South Korea	2.508	52%	295	13	41%	1.615	-26	218	-14	1.101	-45	
Taiwan	1.434	46%	38	-78	40%	126	-91	11	-66	80	-91	
Thailand	5.749	37%	354	471	78%	2.130	-60	153	168	1.313	-74	
United Arab Emirates	6.792	78%	1.287	391	89%	8.055	54	1.219	1039	7.366	87	
Rest of Asia	5.224	38%	517	74	45%	3.391	-25	223	19	1.917	-48	
Africa	7.861	47%	1.078	125	45%	4.304	-27	835	104	3.033	-34	
Egypt	1.127	70%	114	21	44%	695	-11	108	16	618	-15	
Morocco	554	29%	51	264	96%	212	-55	51	292	157	-64	
Namibia	957	82%	190	3067	99%	450	-32	25	-	47	-90	
South Africa	1.119	48%	159	413	77%	483	-52	135	575	387	-52	
Rest of Africa	4.104	42%	564	68	33%	2.464	-17	516	82	1.824	-17	
Oceania	9.515	51%	274	-20	31%	1.645	-81	245	-16	1.327	-83	
Australia	8.583	52%	255	-15	37%	1.444	-82	233	-9	1.184	-84	
New Zealand	768	47%	12	-60	6%	170	-73	9	-70	123	-78	
Rest of Oceania	164	33%	7	-42	32%	31	-78	3	0	20	-82	
Rest of the World	102.915	48%	6.157	-23	49%	43.964	-51	5.790	-23	40.274	-53	
Not indicated	200.660	46%	15.405	-3	42%	142.204	-6	11.245	-6	104.643	-13	

Visit Stockholm AB

visit@stockholm.se

+46 8 508 280 00

www.visitstockholm.com