

Facts About Stockholm's Tourism Industry

Statistics for 2013



Content

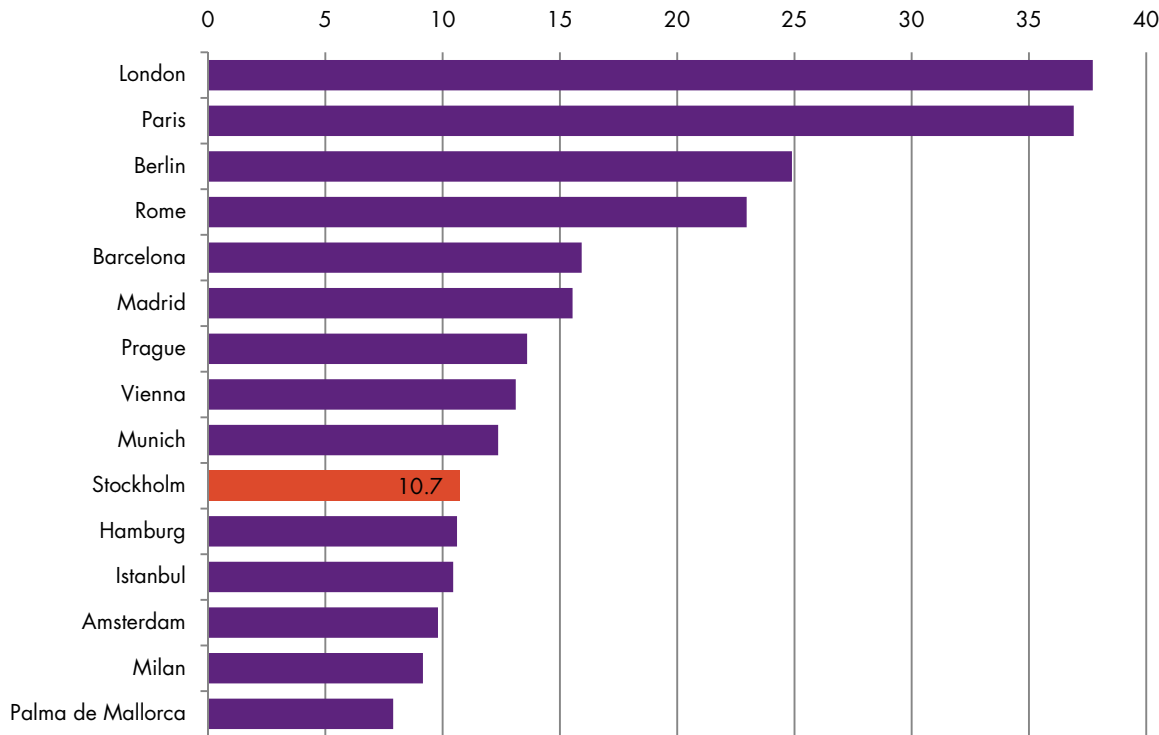
- Stockholm's international position
- Where visitors come from
- How visitors travel to Stockholm
- Where visitors stay
- Why people travel to Stockholm
- International meetings and conventions
- Major attractions in Stockholm
- How much visitors spend

Stockholm's International Position

With close to 11 million commercial overnight stays per year, Stockholm ranks number ten on the list of the most attractive destinations in Europe.

Stockholm – Number Ten on the list of the Most Attractive Destinations in Europe

Top 15 European Cities. Bednights 2012 (in millions)



With close to 11 million commercial overnight stays per year in the county, Stockholm ranks number ten on the list of the most attractive destinations in Europe according to the European Cities Marketing Benchmarking Report 2012-2013.

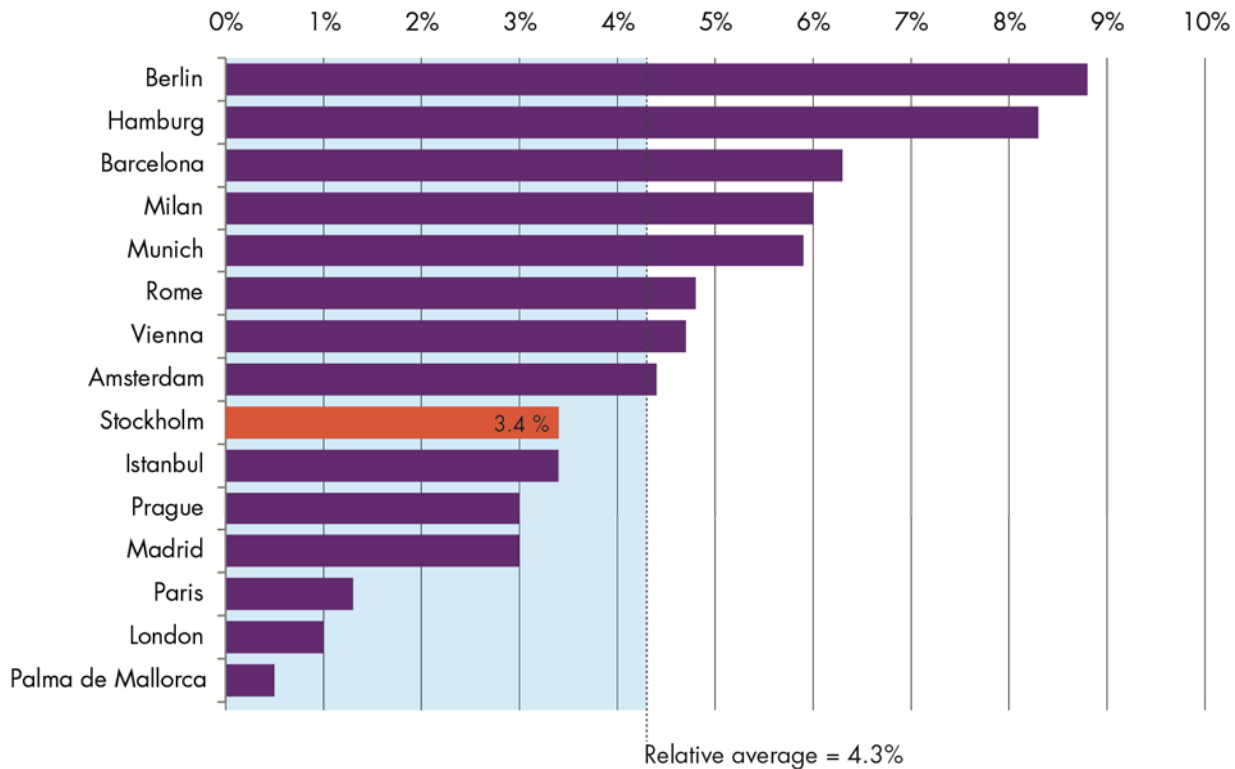
In 2013, the number of overnight stays in Stockholm has increased to almost 11 million.

What kind of accommodation that the cities report to ECM varies. Read more in the box below.

- Bednights in all paid forms of accommodation establishments in greater city area – **London, Vienna, Stockholm and Palma de Mallorca**
- Bednights in all paid forms of accommodation establishments in city area – **Berlin, Prague, Hamburg, Istanbul and Milan.**
- Bednights in hotels and similar establishments in city area only – **Paris, Rome, Barcelona, Madrid, Munich and Amsterdam.**

A Growth Rate Below Average

Top 15 European cities. Average annual bednights growth 2008-2012

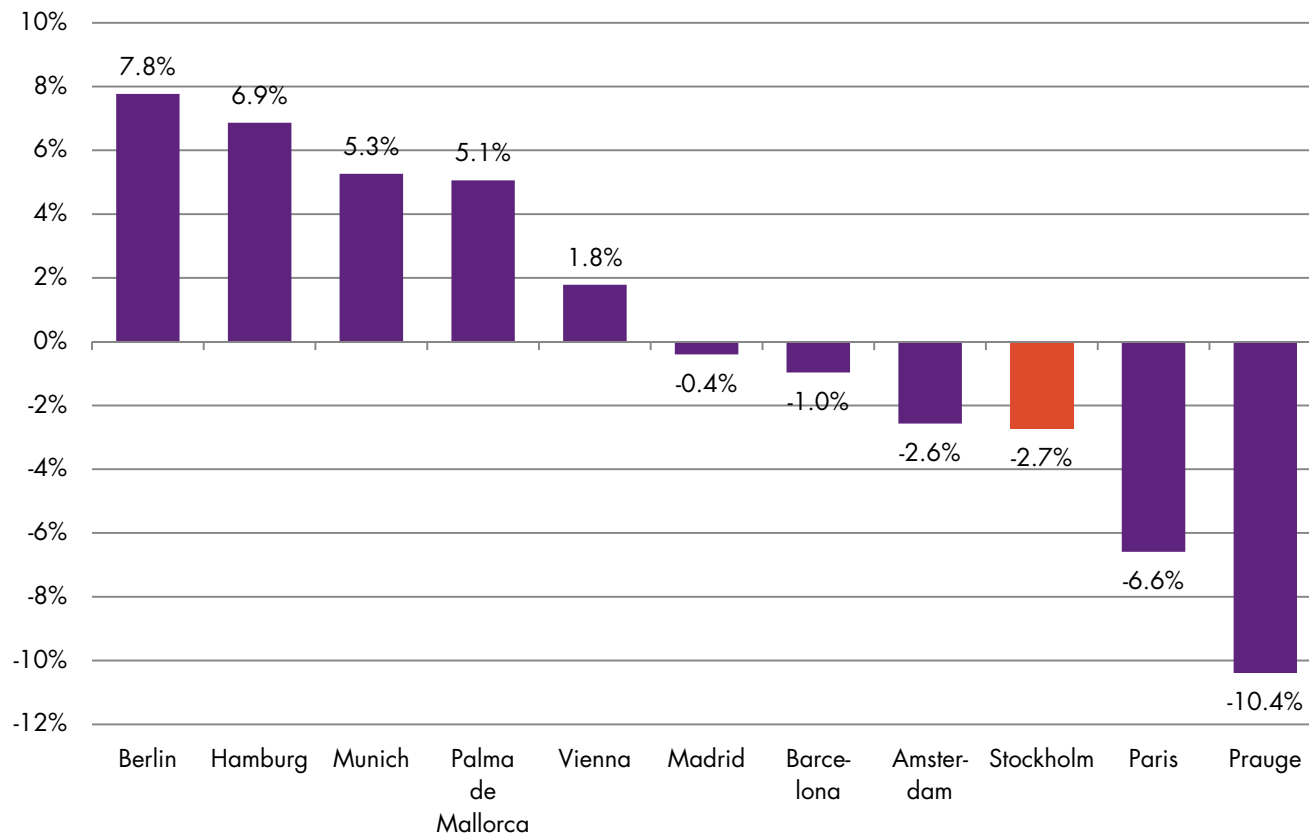


Over the past four years, several German cities have experienced high growth in the number of guest nights.

For Europe's two dominant travel destinations, London and Paris, the trend has been more moderate. Stockholm has a growth rate just below average.

The British Market

Top 15 European cities. Average annual British bednights growth 2008-2012

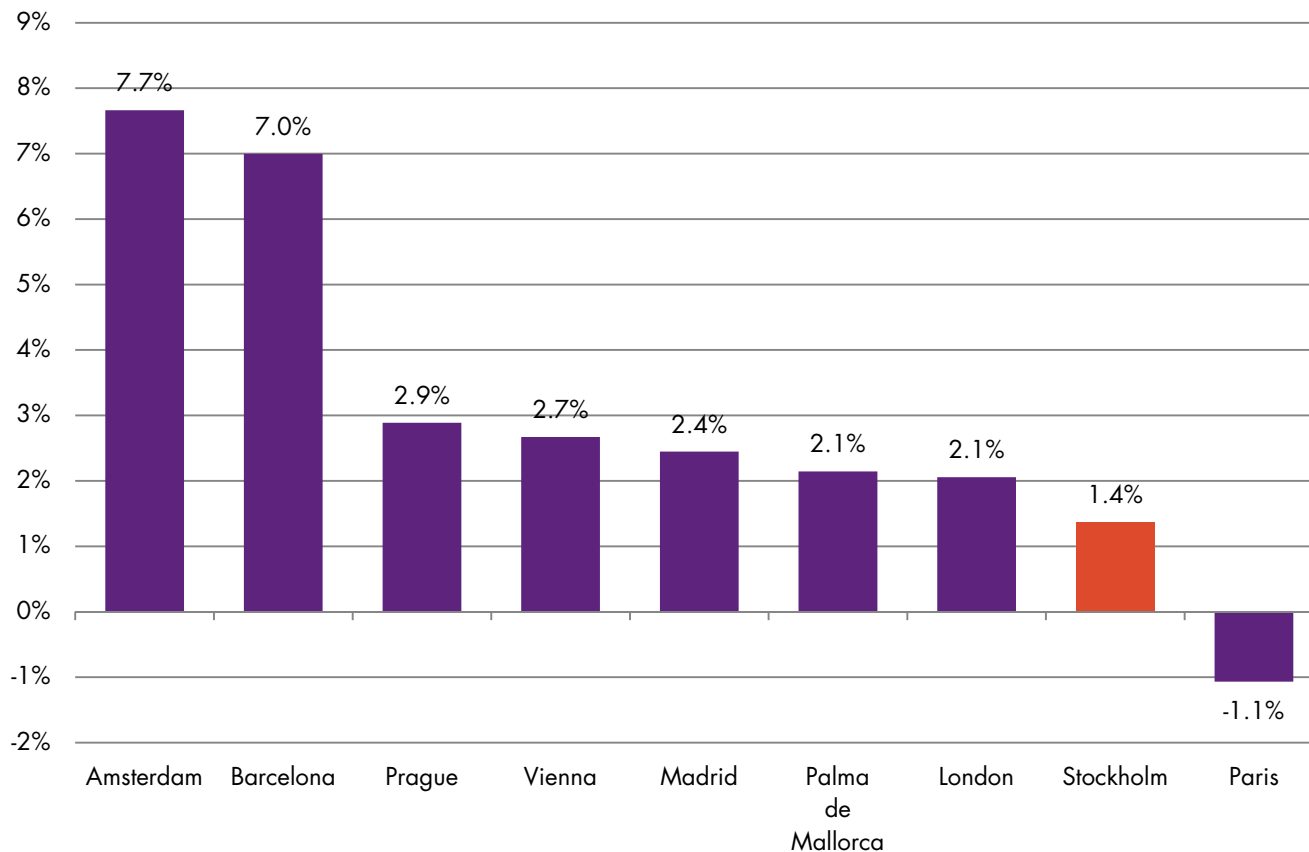


Paris, Amsterdam and Barcelona are the European cities that have most British visitors. All of these cities have experienced a negative trend since 2008.

British guest nights have increased significantly in several German cities.

The German Market

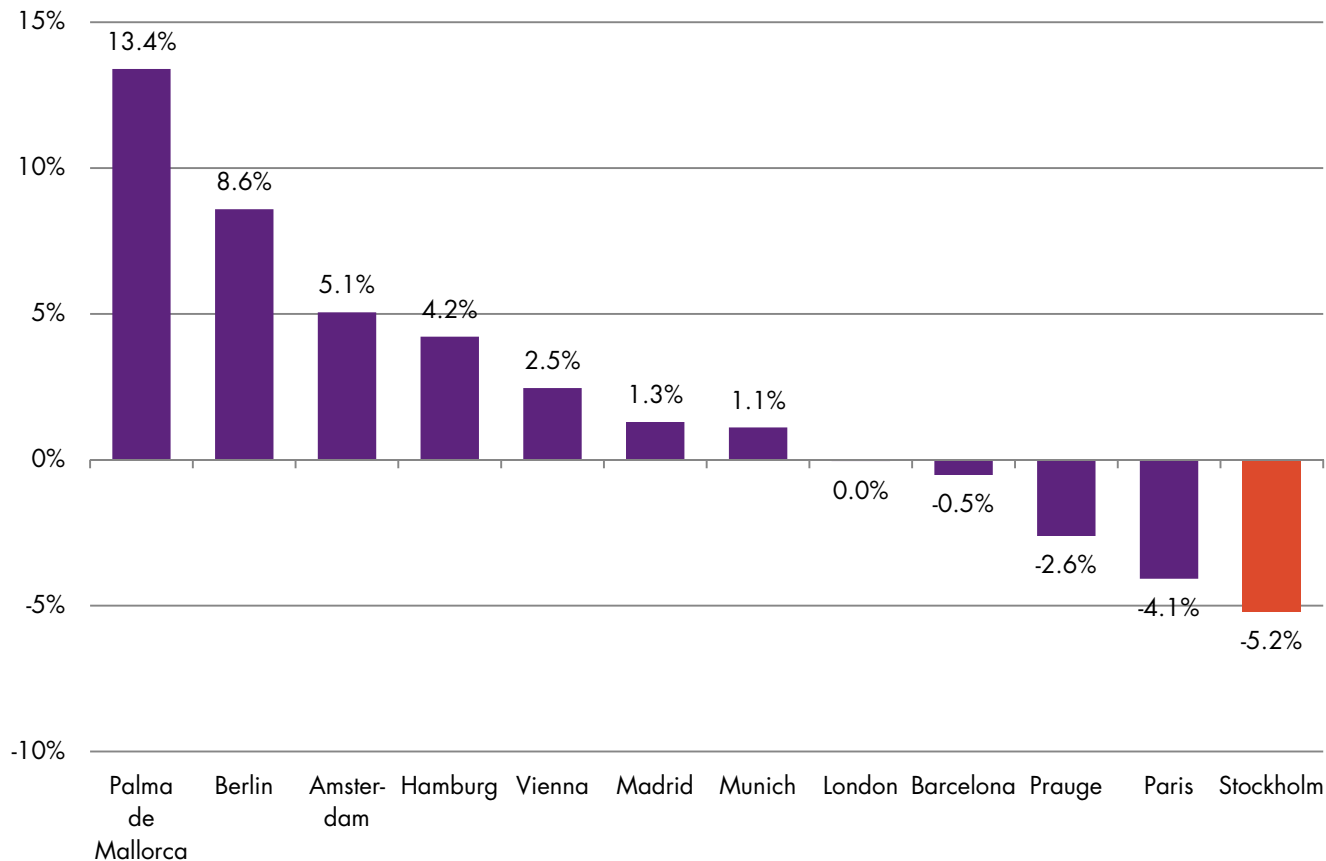
Top 15 European cities. Average annual German bednights growth 2008-2012



The cities that attract most German visitors are Palma de Mallorca, Vienna and London. However, the cities that have had the biggest increase in German visitors are Amsterdam and Barcelona

The Italian Market

Top 15 European cities. Average annual Italian bednights growth 2008-2012

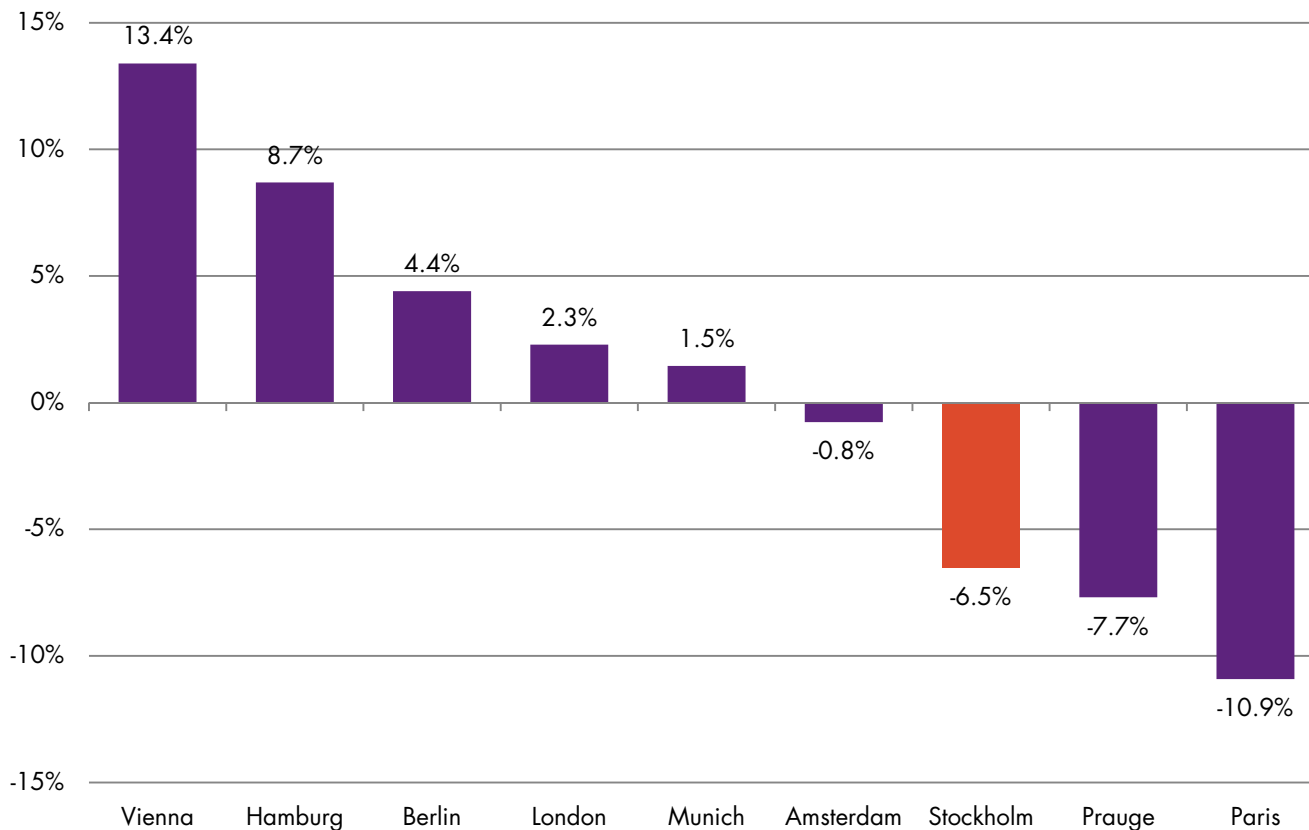


Vienna, Amsterdam and Valencia are the most popular cities among Italian visitors.

The trend since 2008 has been weak. However, the cities which have increased most among Italian visitors are Palma de Mallorca and Berlin.

The Spanish Market

Top 15 European cities. Average annual Spanish bednights growth 2008-2012

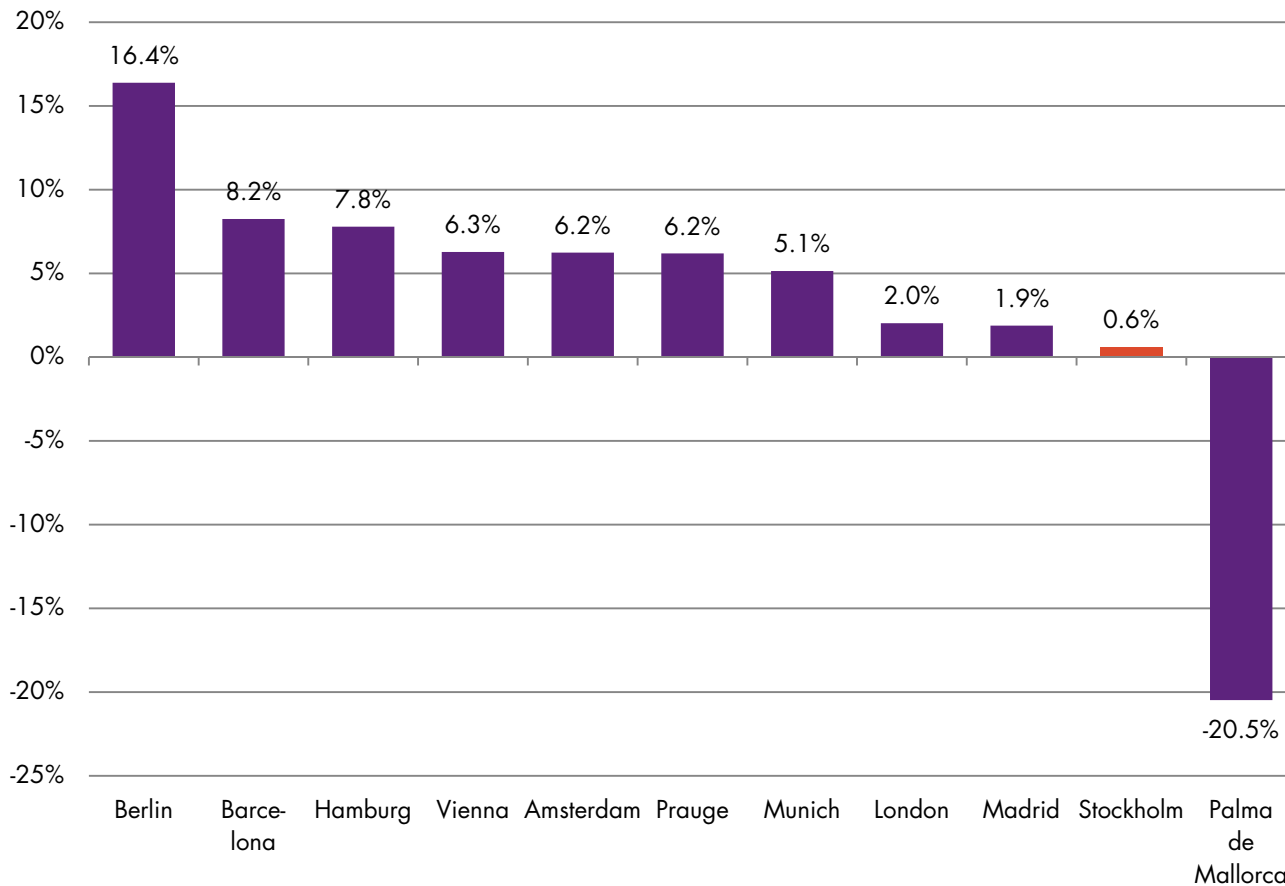


Florence, Munich and the Portuguese cities Funchal and Cascais have the highest number of Spanish visitors.

Spanish guest nights have decreased since 2008. This is particularly evident for Paris. Vienna has experienced the most positive trend among the top 15 European cities.

The French Market

Top 15 European cities. Average annual French bednights growth 2008-2012

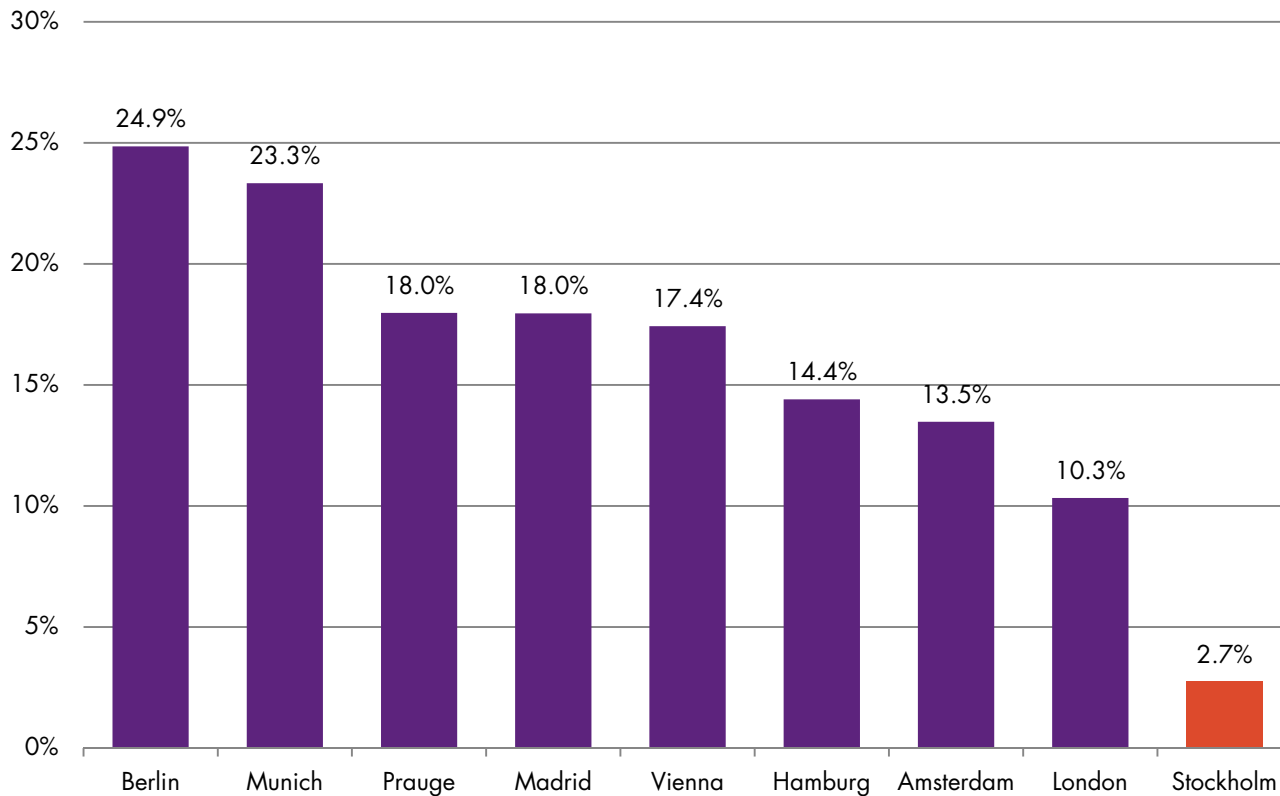


French guest nights have shown a strong growth in many cities. Most visitors from France are attracted by London, Barcelona and Venice.

Guest nights from visitors from France have risen dramatically in Berlin since 2008.

The Russian Market

Top 15 European cities. Average annual Russian bednights growth 2008-2012



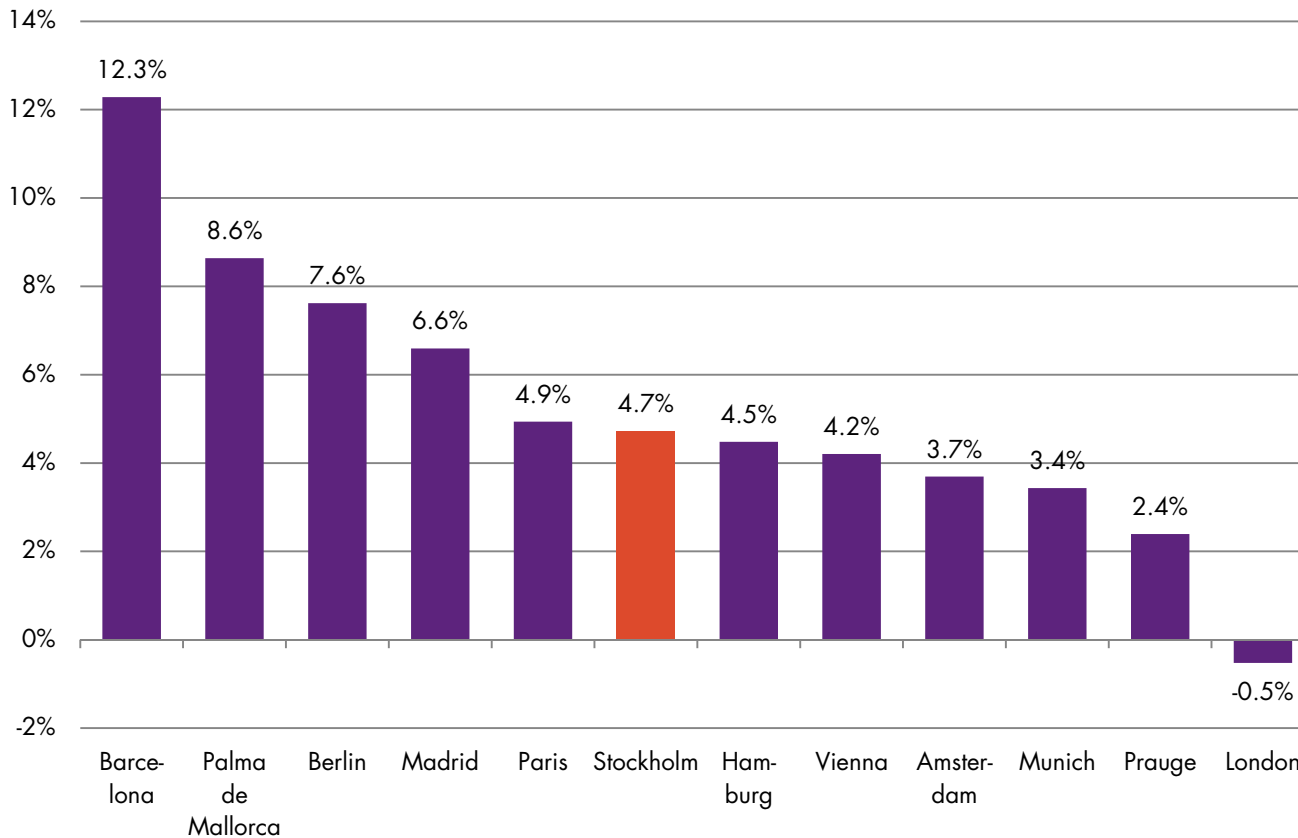
Of the markets presented here Russian guest nights have, after China, had the strongest growth in the last four years.

Prague, Vienna and London attract most Russian visitors.

The development in Stockholm is relatively weak.

The US Market

Top 15 European cities. Average annual U.S. bednights growth 2008-2012



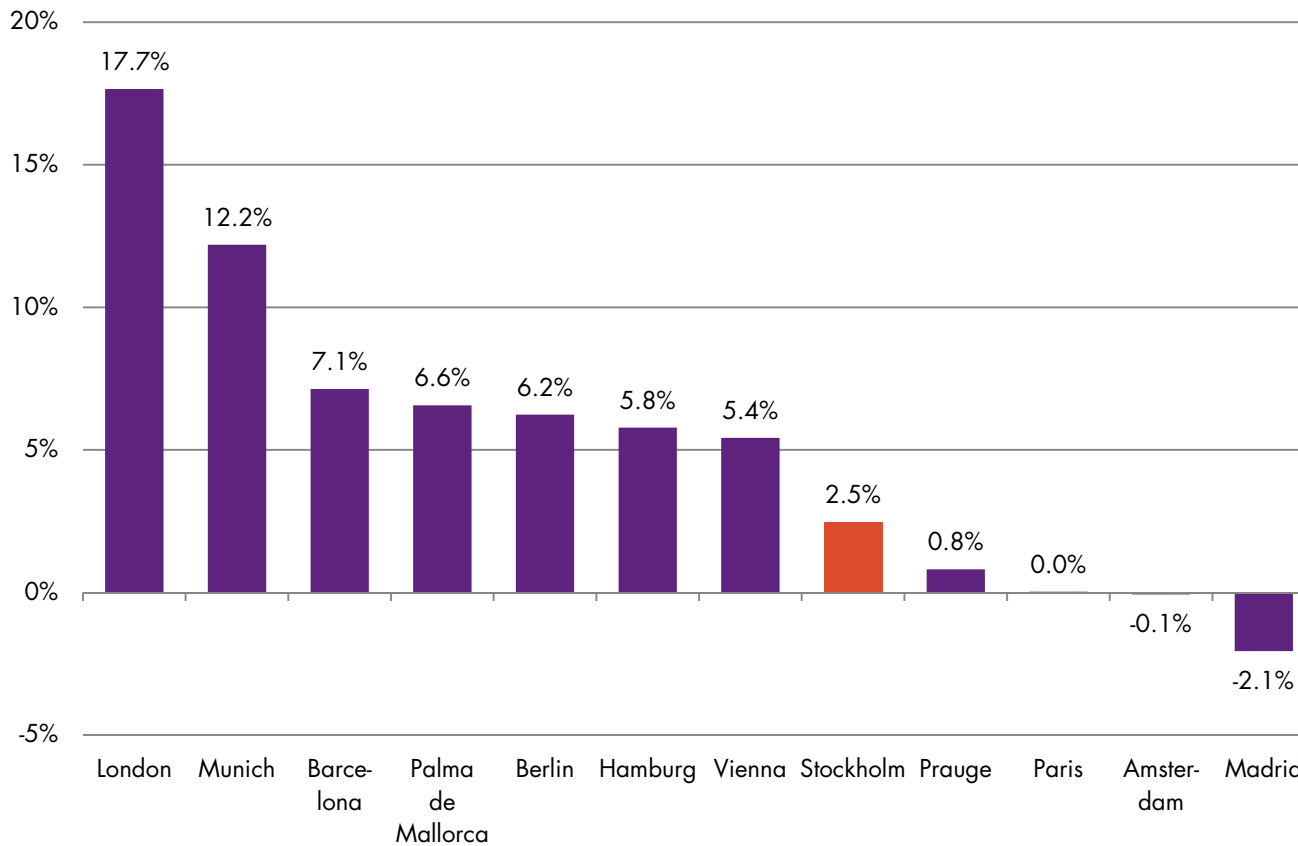
Guest nights from US-visitors in European cities have increased by 15 per cent since 2008.

London and Paris are the major destinations in Europe, well ahead of Madrid and Barcelona.

In London however, the number of American visitors have decreased between 2008 and 2012. Meanwhile, Barcelona has seen a huge increase in American visitors

The Japanese Market

Top 15 European cities. Average annual Japanese bednights growth 2008-2012



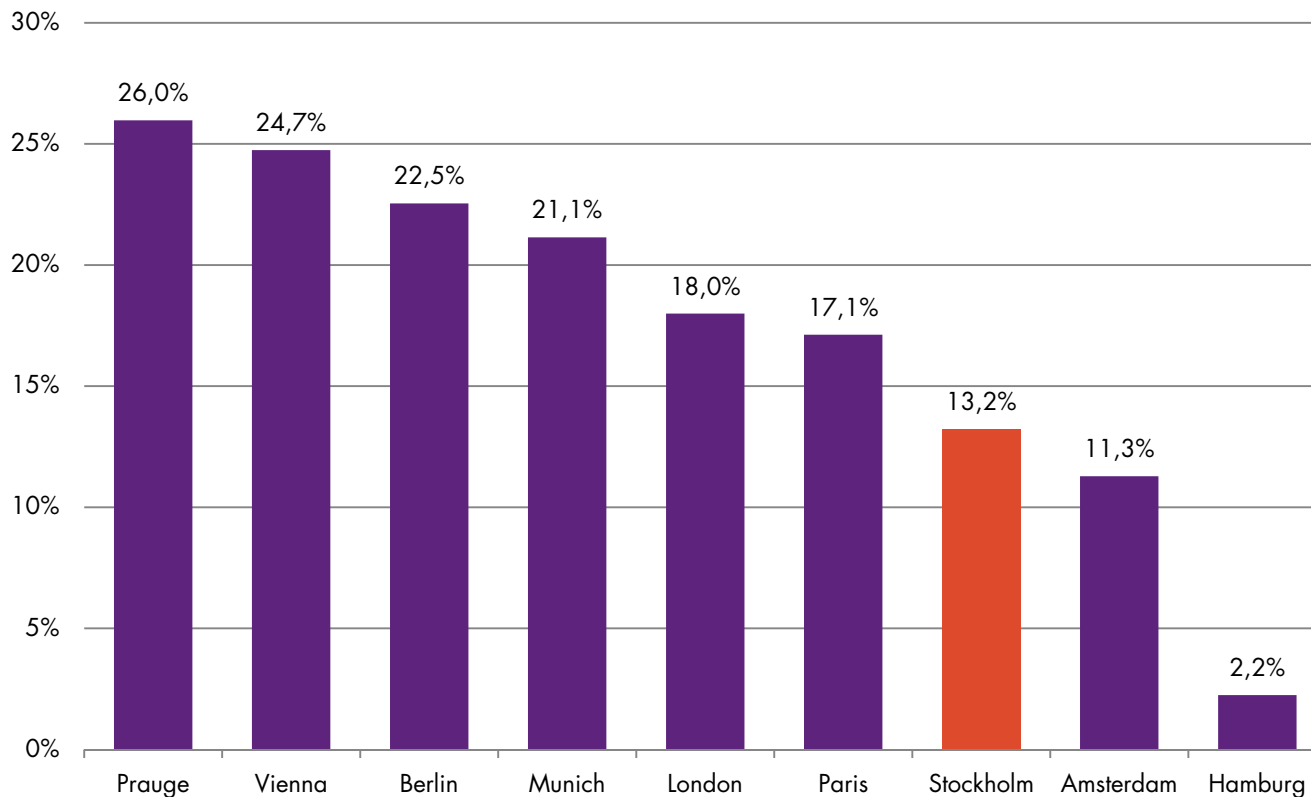
Paris, London and Florence are the main destinations for Japanese visitors.

The number of guest nights have increased significantly in London.

The trend for visitors from Japan in Stockholm is slightly below average.

The Chinese Market

Top 15 European cities. Average annual Chinese bednights growth 2008-2012



The number of Chinese guest nights have almost doubled in European cities since 2008.

Paris, London, Vienna and Florence are the major destinations for visitors from China.

Prague and Vienna shows the most rapid growth.

Where Visitors Come From

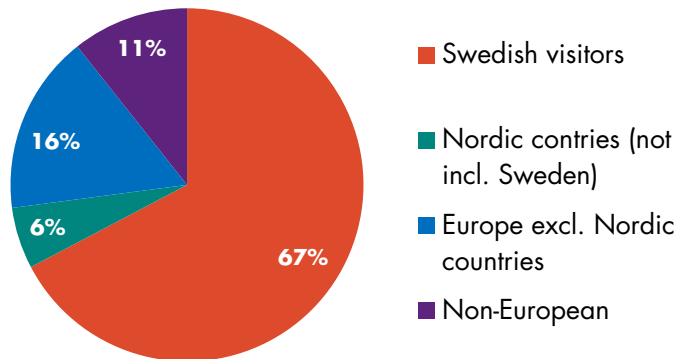
Stockholm is at the center of the tourism industry in Sweden with close to 11 million overnight stays in commercial establishments. Three out of ten foreign visitors choose to locate their nights here.

Steady Growth for Swedish and Foreign Visitors

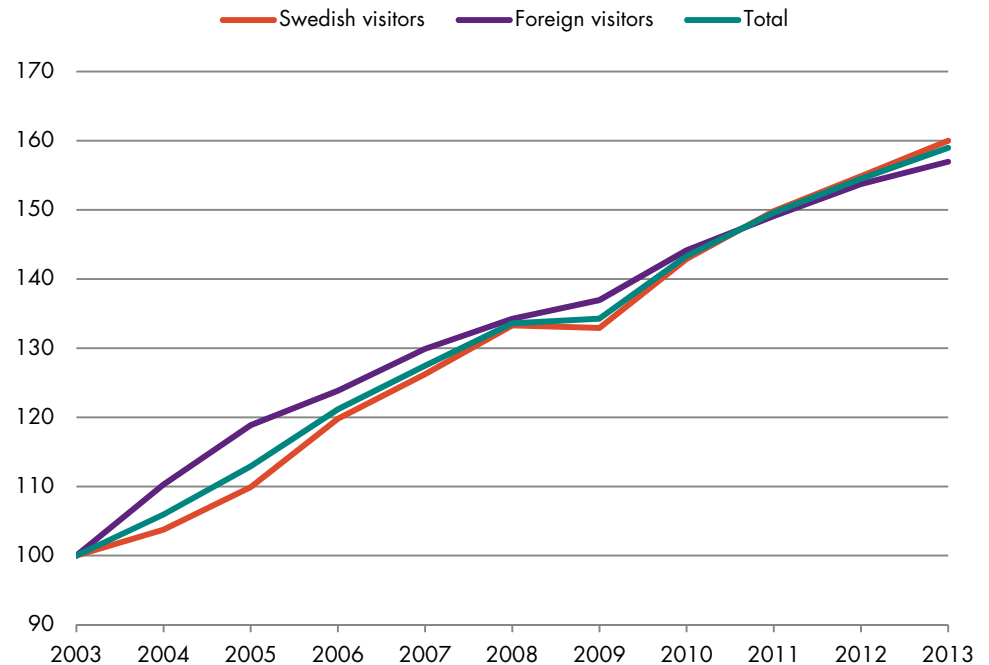
Domestic visitors account for two thirds of all commercial overnight stays in Stockholm County. Most foreign visitors come from Europe outside the Nordic countries.

In 2013 guest nights from domestic visitors to Stockholm County increased by 3.2 per cent and guest nights from foreign visitors increased by 1.0 per cent.

Swedish and foreign commercial overnight stays Stockholm County 2013



Swedish and foreign commercial overnight stays at hotels, hostels and vacation villages in Stockholm County, 2003-2013 (Index 100=2003)



* Hotel, hostel and vacation villages

Close to 11 Million Commercial Overnight Stays

Close to 11 million guest nights were made in all forms of commercial accommodation in the county. Stockholm County accounts for every fifth commercial overnight stay in Sweden.

The number of overnight stays from Nordic visitors remained unchanged since 2012. Guest nights from Europe decreased by 2 per cent whereas Non-European guests continue to increase, by 6 per cent compared to 2012 and by as much as 31 per cent over the past three years.

Commercial overnight stays by nationality 2013 Stockholm County

	2013	Distri- bution	Share in Sweden	Change in % from	
				2010	2012
Total	10,981,138	100%	20%	9%	2%
Sweden	7,389,114	67%	18%	11%	3%
Totals from abroad	3,592,024	33%	28%	7%	1%
Totals for Nordic countries (not incl. Sweden)	617,552	6%	12%	4%	0%
Totals for Europe excl. Nordic countries	1,801,534	16%	31%	-4%	-2%
Totals (excl. Europe)	1,172,938	11%	56%	31%	6%
<i>Distribution by country:</i>					
Germany	426,790	3,9%	16%	-9%	-4%
Great Britain	301,386	2,7%	51%	-2%	0%
Norway	268,383	2,4%	8%	17%	1%
Finland	193,225	1,8%	36%	3%	1%
France	148,927	1,4%	53%	-7%	-1%
Denmark	146,073	1,3%	13%	-11%	-5%
Italy	133,063	1,2%	56%	-29%	0%
Russia	127,410	1,2%	52%	16%	5%
Switzerland	112,715	1,0%	41%	21%	7%
The Netherlands	104,163	0,9%	19%	-13%	-1%
Spain	77,462	0,7%	59%	-37%	-13%
Poland	73,555	0,7%	34%	91%	-26%
Austria	48,391	0,4%	47%	-4%	12%
Belgium	44,097	0,4%	38%	-15%	-10%
Ireland	22,658	0,2%	61%	33%	2%
Turkey	21,034	0,2%	68%	63%	22%
The Czech Republic	15,419	0,1%	33%	40%	8%

	2013	Distri- bution	Share in Sweden	Change in % from	
				2010	2012
Estonia	15,399	0,1%	28%	20%	9%
Lithuania	15,165	0,1%	42%	79%	11%
Greece	13,254	0,1%	65%	-19%	10%
Portugal	12,822	0,1%	49%	3%	8%
Latvia	12,525	0,1%	36%	44%	-13%
Hungary	10,579	0,1%	43%	20%	4%
Iceland	9,871	0,1%	50%	-1%	5%
Slovakia	6,423	0,1%	36%	31%	-13%
Luxembourg	4,048	0,0%	48%	3%	7%
The rest of Europe	54,249	0,5%	32%	12%	4%
USA	290,849	2,6%	64%	17%	4%
Canada	36,619	0,3%	63%	29%	9%
Brazil	34,252	0,3%	77%	118%	20%
Central & South America	23,327	0,2%	70%	31%	-1%
India	83,451	0,8%	65%	195%	35%
China	81,746	0,7%	43%	50%	9%
Japan	57,942	0,5%	64%	1%	-13%
South Korea	15,251	0,1%	47%	58%	13%
The rest of Asia	86,102	0,8%	65%	67%	-2%
Australia	40,585	0,4%	64%	29%	4%
New Zealand	4,244	0,0%	63%	57%	15%
The rest of the world	42,787	0,4%	48%	22%	4%
Not indicated	375,783	3,4%	48%	20%	8%

Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

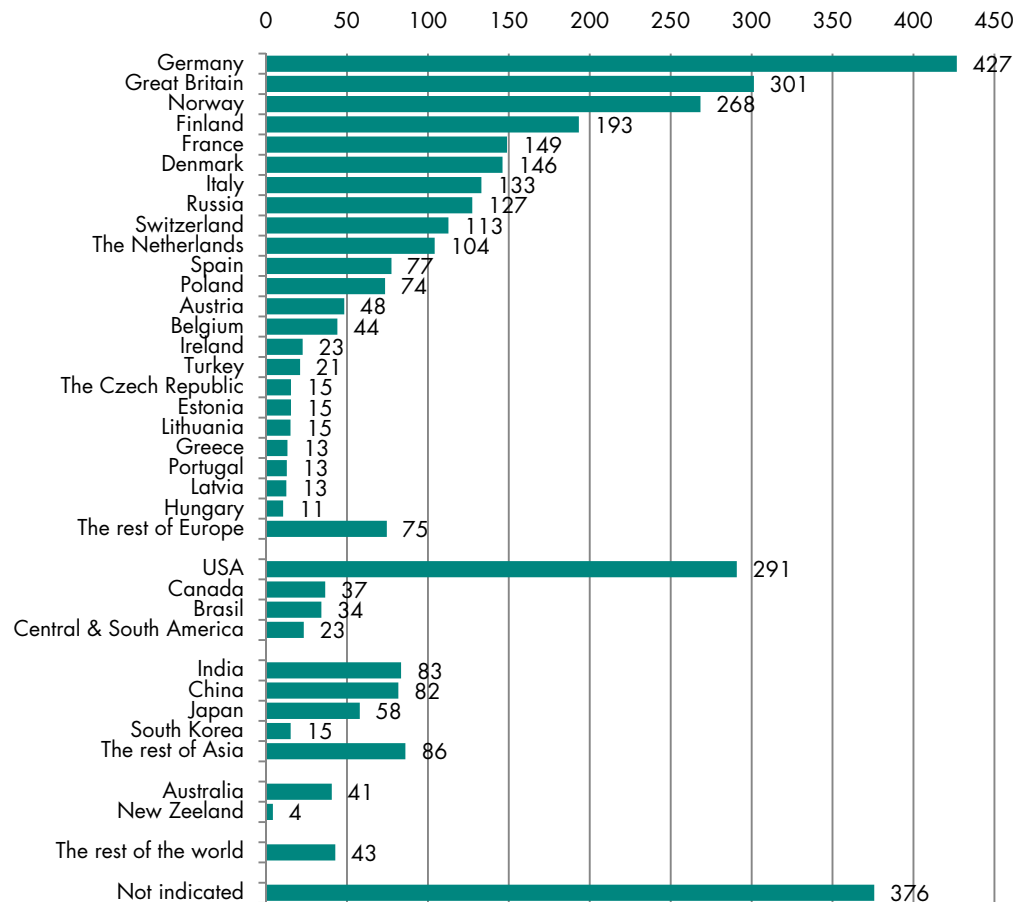
Foreign Visitors

Germany is the dominant foreign market in Stockholm, followed by Great Britain, the US and Norway. Most major nationalities among the visitors to Stockholm are European.

Over the past three years, markets in Asia have grown by over 60 per cent. This may be compared to a 24 per cent increase for North and South America and a decline of 4 per cent for Europe outside Scandinavia.

Notably, in 2013 Indian visitors accounted for more guest nights than visitors from China.

**Commercial overnight stays by nationality 2013
Stockholm County (in thousands)**

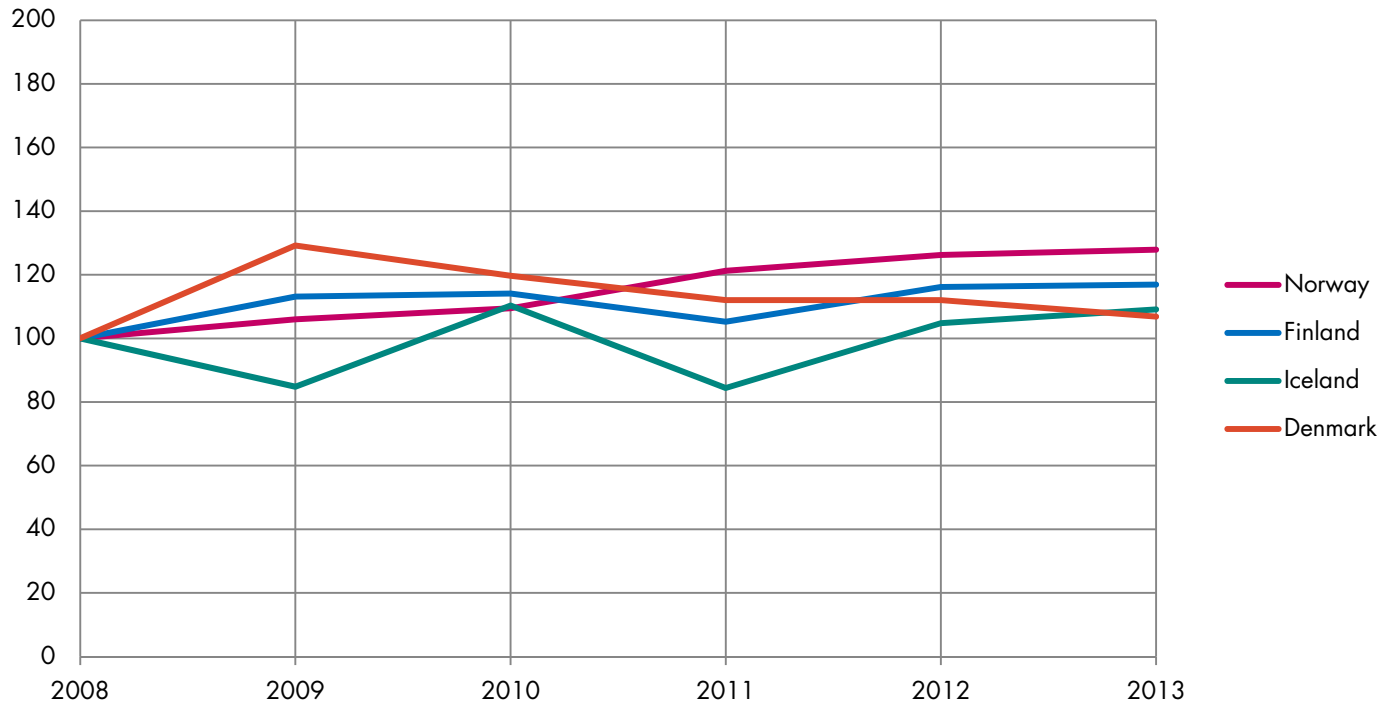


Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

The Nordic Countries

Norwegian, Finnish and Danish visitors belong to the ten major foreign target groups in Stockholm. The development over the last five years has been most positive for Norwegian visitors and somewhat weaker for Danish visitors.

Commercial overnight stays in Stockholm County 2008-2013. Nordic markets (Index 100=2008)

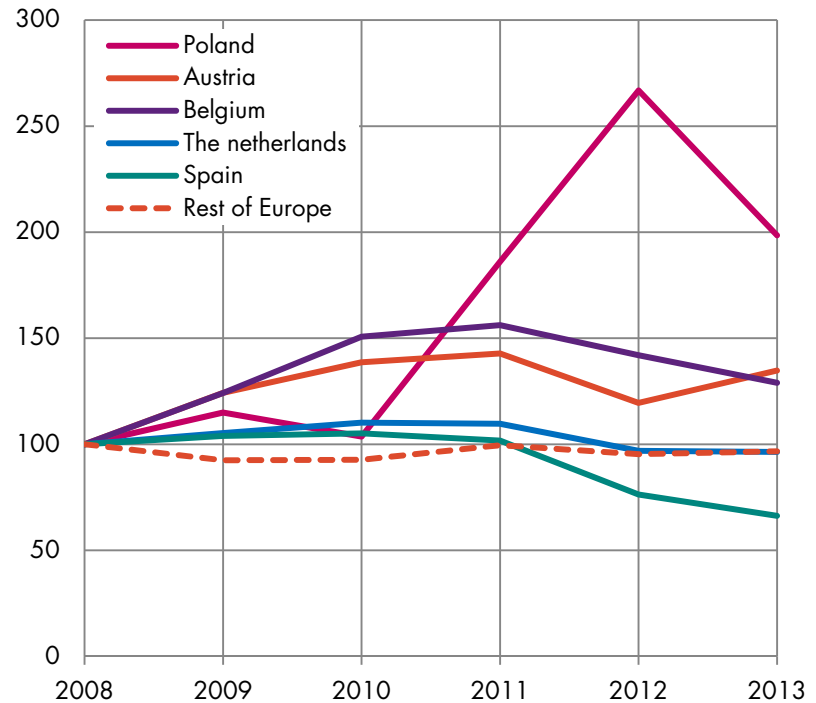
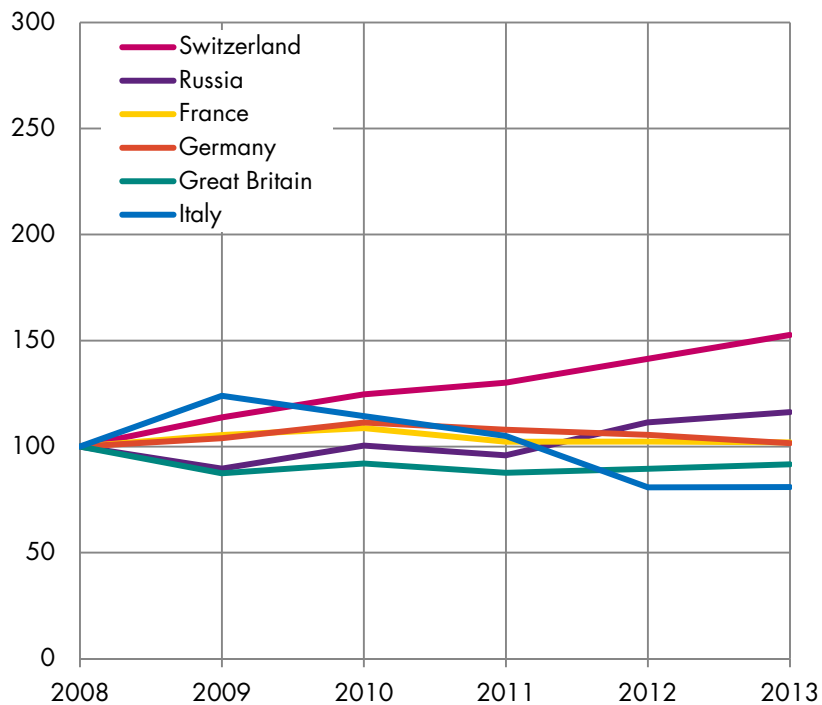


The European Markets

Poland, Austria and Switzerland are markets that have developed significantly in recent years.

Italy and Spain, but also Great Britain are countries with a more unfavorable trend since 2008.

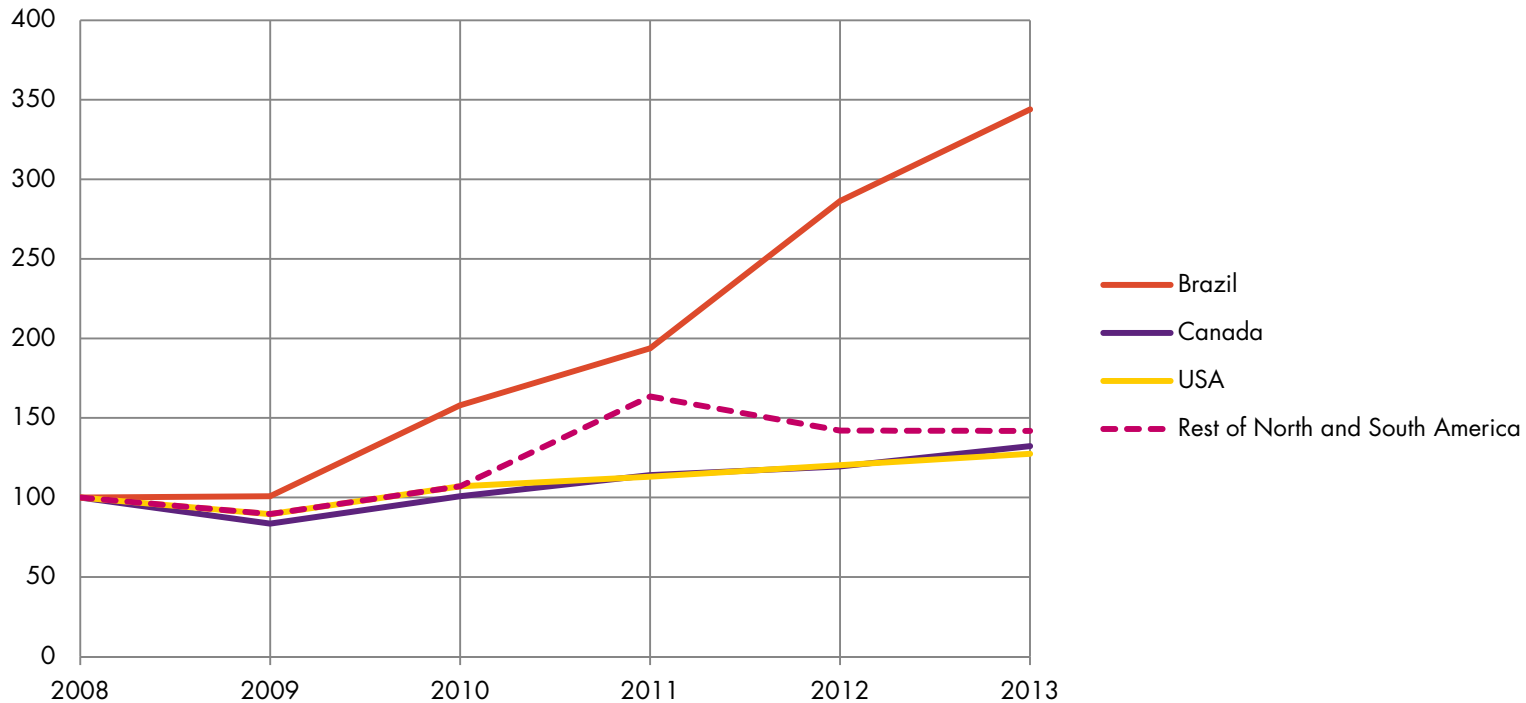
Commercial overnight stays in Stockholm County 2008-2013. Major European markets (Index 100=2008)



North and South America

The United States is the third largest foreign target group in Stockholm. Due to the financial crises, the number of visitors from USA and Canada decreased in 2009. Since 2009 the number has increased again. Guest nights by visitors from Brazil are increasing at a rapid pace.

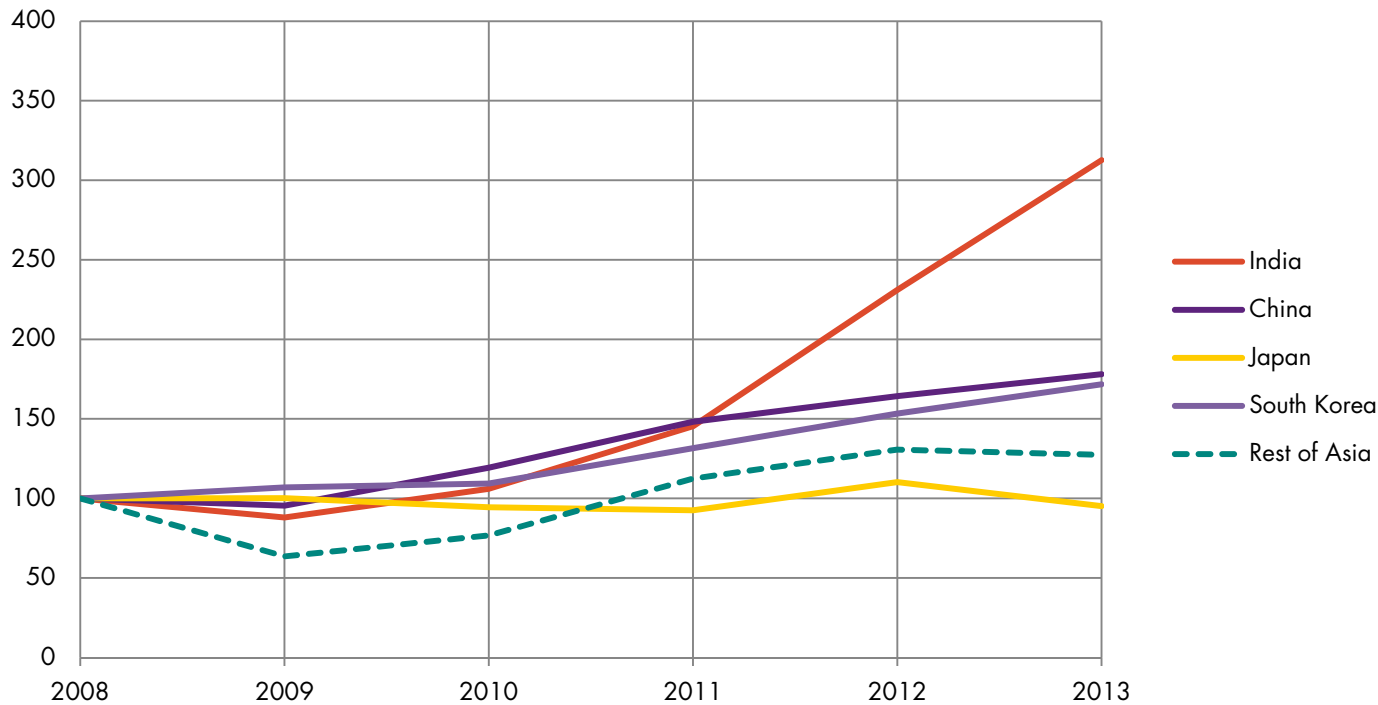
Commercial overnight stays in Stockholm County 2008-2013. North and South America (Index 100=2008)



The Asian Markets

With the exception of Japan, the development for visitors from Asia has been very positive. Since 2010 the number of overnight stays from visitors from India have increased significantly.

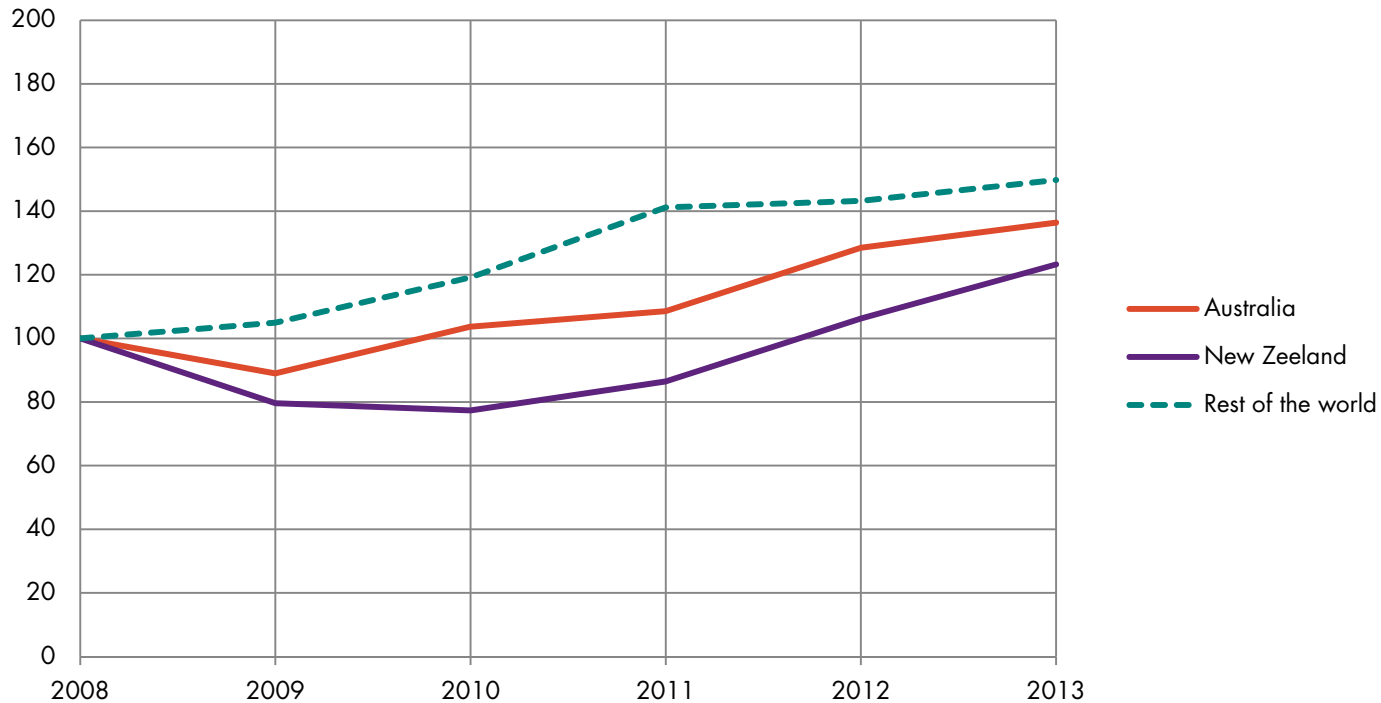
Commercial overnight stays in Stockholm County 2008-2013. Asian markets (Index 100=2008)



Australia and New Zealand

Australia and New Zealand were among the countries that were affected negatively in 2009. The past two years have brought a strong recovery

Commercial overnight stays in Stockholm County 2008-2013. Australia and New Zealand (Index 100=2008)



How Visitors Travel to Stockholm

Stockholm is the natural center of Scandinavia. Every year millions of visitors travel to Stockholm by air, ferry, train and bus.

Air Traffic

The number of air passengers at Stockholm's airports exceeded 25 million during 2013 – an increase of 3.4 per cent from 2012.

During the past 10 years, the number of air passengers have increased by 44 per cent. Since 2003 there has been a massive increase in passengers to and from non-European destinations. The number of passengers from other European cities have increased as well. Destinations in Europe account for 63 per cent of all travels.

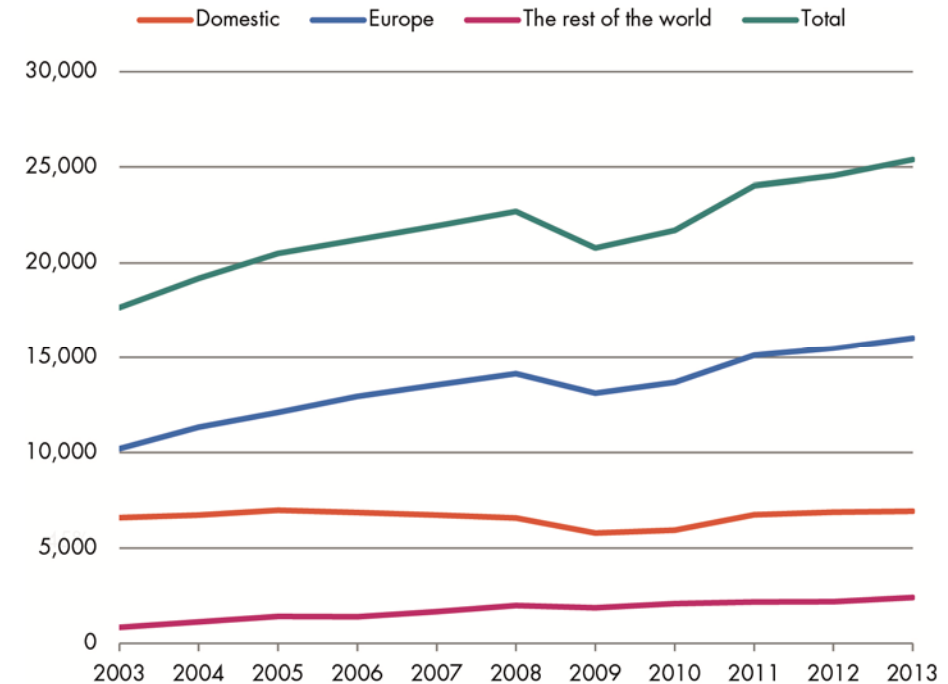
Stockholm-Arlanda Airport accounts for 81 per cent of all air passengers at the five airports in the Stockholm region.

Arriving and departing airline passengers 2013 (in thousands)

Airports in the Stockholm region	2013
Stockholm-Arlanda	20,674
Stockholm-Skavsta	2,165
Stockholm-Bromma	2,278
Stockholm-Västerås	164
Örebro Airport	102
Total	25,382

Arriving and departing airline passengers 2003–2013 (in thousands)

Stockholm-Arlanda, Stockholm-Skavsta, Stockholm-Bromma, Stockholm-Västerås and Örebro Airport



Ferry Connections

The number of ferry passengers passing through the ports of Stockholm have decreased somewhat in the last two years. The number of passengers heading to and from Finland have declined gradually over the past four years.

In a longer perspective, in the past 10 years, ferry passengers have increased by 16 per cent. The increase has been remarkably high for destinations in the Baltic region and for cruise traffic.

Arriving and departing ferry passengers 2003, 2008-2013. Stockholm port (in thousands)

	2003	2008	2009	2010	2011	2012	2013
Finland	8 077	8 449	8 545	8 446	8 286	8 089	7 819
Baltic countries	588	1 222	1 441	1 601	1 755	1 809	1 840
Poland	118	174	144	153	147	146	125
Russia	n/a	n/a	n/a	n/a	137	170	187
Cruise visitors*	204	363	447	412	452	469	486
Total	8 985	10 208	10 577	10 612	10 777	10 683	10 458

*Cruise passengers are only counted once/arriving vessel, but in so-called turnarounds both arriving and departing passengers are included.

Source: Port of Stockholm

Where Visitors Stay

More than 31 million overnight stays were made in various forms of accommodation in Stockholm. Most nights was spent at friends and relatives.

All Type of Accommodation and Day Trips

**Overnight stays in all type of accommodation and day trips
2003, 2008, 2011-2013, Stockholm County (in thousands)**

	2003	2008	2011	2012	2013	City of Stockholm 2013
Hotel	5,939	7,884	8,962	9,214	9,536	6,771
Vacation village	105	90	117	121	107	(n/a)
Camping	806	912	762	646	587	166
Hostel	470	716	734	771	745	574
Commercial accommodation*	7,320	9,602	10,575	10,752	10,975	7,511
City of Stockholm's share	4,602	6,241	7,144	7,412	7,511	
Weekend cottage	5,968	3,330	3,452	4,146	5,936	(n/a)
Friends and relatives	14,055	10,362	10,864	12,166	13,480	6,396
Pleasure boat	702	337	447	407	470	47
Other overnight stays	1,986	159	255	491	246	123
Other accommodation	22,711	14,704	15,018	17,210	20,132	6,566
City of Stockholm's share	6,825	4,551	4,653	4,896	6,566	
Total overnight stays	30,031	24,182	25,593	27,962	31,107	14,077
City of Stockholm's share	11,427	10,792	11,797	12,308	14,077	
Day trips	7,457	5,225	5,367	5,832	5,880	4,121
City of Stockholm's share	5,852	4,234	4,372	4,682	4,121	

Source: Resurs AB

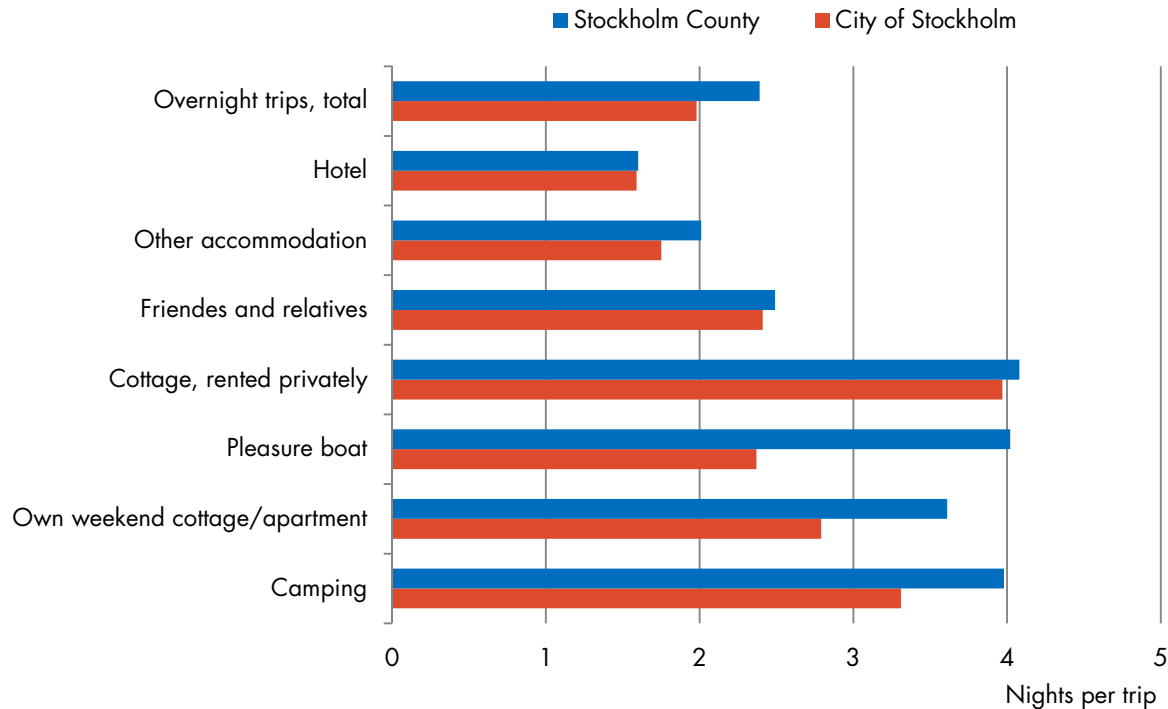
More than 31 million overnight stays were made in various forms of accommodation in Stockholm County. This is a new record for overnight stays in Stockholm and an increase of 11 per cent compared to 2012. The increase was mainly due to an increase of overnight stays with friends and relatives and overnight stays in weekend cottages.

Close to 11 million were overnight stays in commercial accommodations, like hotels, hostels, vacation villages and camping sites.

The number of day trips (over 100 km) were relatively unchanged from the previous year

Length of Stay

Average number of nights spent by visitors in different types of accommodation in Stockholm County and City, 2013



Visitors who stay overnight in Stockholm spend an average of 2.4 nights here. Guests at camping sites, privately rented cottages and pleasure boats stay significantly longer, 4.0 nights on average.

Commercial Accommodations

The increase in commercial guest nights compared to 2012 is due to the growing number of guest nights at hotels. Other forms of accommodation have decreased. At camping sites in the county, overnight stays increased for domestic guests while significantly fewer foreign visitors chose to stay overnight at camping facilities.

Overnight stays in all type of commercial accommodation 2013, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Total	9,536,177	744,743	76,756	586,609	36,853	10,981,138
Sweden	6,425,895	425,871	71,698	459,203	6,447	7,389,114
Abroad	3,110,282	318,872	5,058	127,406	30,406	3,592,024
Nordic countries (not incl. Sweden)	559,573	27,142	836	26,080	3,921	617,552
Europe excl. Nordic countries	1,454,659	219,002	4,034	97,829	26,010	1,801,534
Rest of the world (excl. Europe)	1,096,050	72,728	188	3,497	475	1,172,938

Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

Commercial Accommodations

European visitors. Overnight stays in all type of commercial accommodation 2013, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Germany	293,254	57,762	1,471	53,506	20,797	426,790
Great Britain	279,233	19,636	260	1,558	699	301,386
Norway	244,521	9,125	311	13,777	649	268,383
Finland	176,135	9,312	273	5,508	1,997	193,225
France	111,325	30,437	299	6,542	324	148,927
Denmark	129,535	8,227	252	6,784	1,275	146,073
Italy	113,073	16,127	44	3,616	203	133,063
Russia	118,329	7,799	23	1,259	0	127,410
Switzerland	89,645	13,768	261	6,861	2,180	112,715
The Netherlands	81,282	8,784	185	13,348	564	104,163
Spain	67,272	9,648	21	327	194	77,462
Poland	51,356	19,801	837	1,376	185	73,555
Austria	41,571	5,276	103	886	555	48,391
Belgium	37,175	5,796	31	992	103	44,097
Ireland	19,716	2,698	71	146	27	22,658
Turkey	19,723	1,307	4	0	0	21,034
The Czech Republic	12,706	2,156	44	355	158	15,419
Estonia	11,930	2,921	210	317	21	15,399
Lithuania	13,395	1,482	94	194	0	15,165
Greece	12,438	793	2	21	0	13,254
Portugal	11,249	1,553	0	20	0	12,822
Latvia	10,402	2,079	21	23	0	12,525
Hungary	8,909	1,155	1	514	0	10,579
Iceland	9,382	478	0	11	0	9,871
Slovakia	5,793	601	6	23	0	6,423
Luxembourg	3,749	248	1	50	0	4,048
The rest of Europe	41,134	7,175	45	5,895	0	54,249

Visitors from Germany account for 12 per cent of all foreign commercial overnight stays in Stockholm County.

German visitors dominate among foreign guests in all forms of accommodation. For example 13 per cent of all German overnight stays take place at camping sites. For visitors from The Netherlands camping also accounts for a high proportion of all commercial guest nights.

Visitors from France and Poland, relatively often choose to stay in hostels.

Commercial Accommodations

Non-European visitors. Overnight stays in all type of commercial accommodation 2013, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
USA	271,403	19,011	63	112	260	290,849
Canada	31,074	5,538	5	2	0	36,619
Brazil	29,992	4,230	2	0	28	34,252
Central & South America	19,309	3,989	0	29	0	23,327
India	82,144	1,305	0	2	0	83,451
China	74,268	7,451	7	20	0	81,746
Japan	53,795	4,122	14	11	0	57,942
South Korea	11,662	3,571	3	15	0	15,251
The rest of Asia	79,840	6,060	18	86	98	86,102
Australia	30,355	10,081	3	135	11	40,585
New Zealand	3,106	1,108	8	22	0	4,244
The rest of the world	35,219	4,467	0	3,063	38	42,787
Not indicated	373,883	1,795	65	0	40	375,783

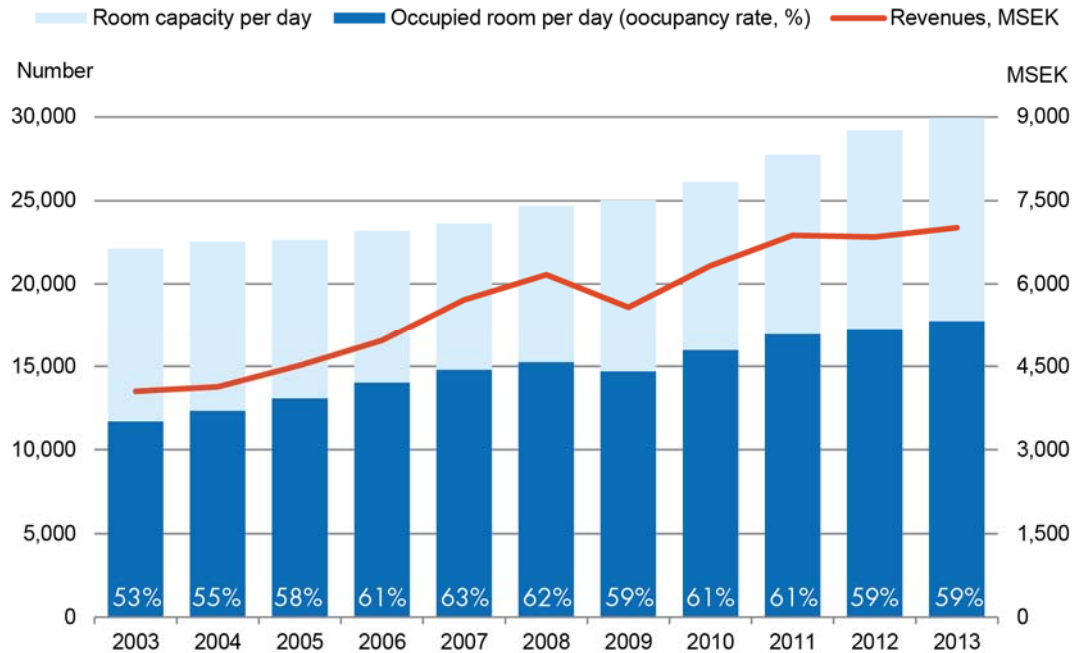
Visitors from the United States is by far the largest Non-European market.

More than nine out of ten commercial overnight stays by Non-European visitors are made in hotels.

Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

Commercial Accommodation – Hotels

Capacity, occupancy and lodging revenues in hotels 2003-2013, Stockholm County



The hotel capacity in Stockholm is steadily increasing, both in terms of number of hotels and in available rooms. In 2013, there were 298 hotels in Stockholm County. About half of them were located in the City of Stockholm.

Hotel revenues for the rooms sold were SEK 7.0 billion – an increase of 2.4 per cent compared to 2012.

Commercial Accommodation – Hotels

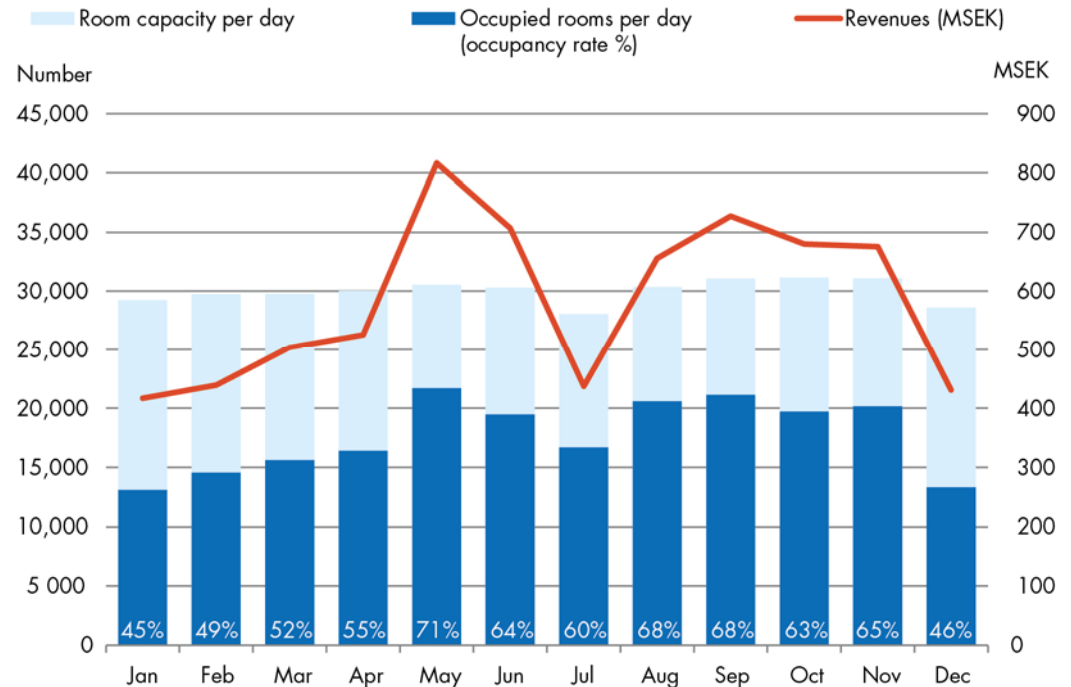
On average, there were 30,000 hotel rooms available in the Stockholm County – an increase of close to 3 per cent compared to 2012 and 35 per cent more than a decade ago. The number of occupied rooms per day increased to 17,800, which equals an occupancy rate of 59 per cent.

Hotels. Key figures 2008-2013, Stockholm County and City of Stockholm

	Stockholm County						City of Stockholm					
	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013
Number of hotels	270	263	285	293	297	298	127	132	139	148	149	148
Room capacity (in thousands) per day	24.7	25.0	26.1	27.7	29.2	30.0	14.9	15.4	16.0	17.3	18.5	18.4
Occupied rooms (in thousands) per day	15.2	14.7	16.0	16.9	17.3	17.8	10.4	10.4	11.1	11.8	12.2	12.4
Occupancy rate, %	62	59	61	61	59	59	70	67	69	68	66	67
Mon-Thurs, %	70	65	68	69	67	66	77	73	75	75	73	73
Fri-Sun, %	51	50	52	51	49	50	60	60	62	60	58	60
Revenues (MSEK)	6,166	5,582	6,327	6,877	6,847	7,014	4,389	4,060	4,538	4,957	4,981	5,079
Revenues per occupied room, SEK	1,108	1,040	1,085	1,112	1,086	1,082	1,154	1,071	1,117	1,148	1,116	1,122
Revenues per available room, SEK	684	611	663	679	642	641	805	722	775	783	739	755

Commercial Accommodation – Hotels

Capacity, occupancy and lodging revenues by month 2013, Stockholm county



During May, the utilization rate for hotels reaches its peak.

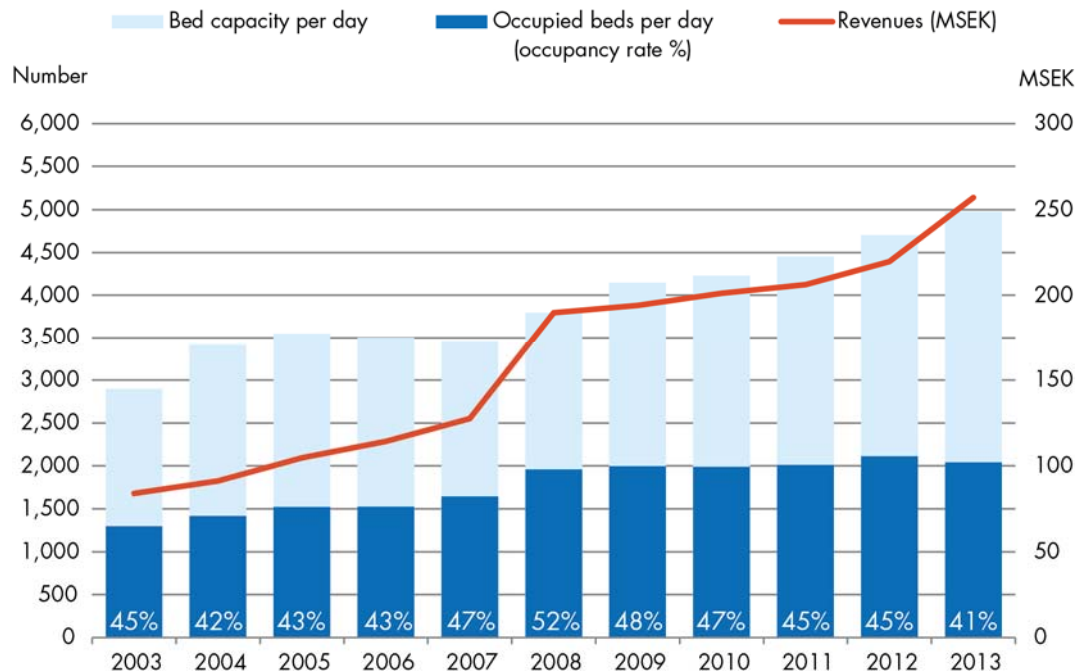
Commercial Accommodation – Hostels

At the County’s hostels the bed capacity is increasing year by year. In 2013, there was an average of close to 5,000 available beds per night – more during May-September and less during the rest of the year.

Bed capacity has increased by 6 per cent from previous year and by more than 70 per cent in the last ten years. The occupancy rate has declined slightly in the last five years to just short of 41 per cent in 2013.

Compared to 2012, turnover increased by 17 per cent to SEK 257 million.

Capacity, occupancy and lodging revenues in hostels 2003-2013, Stockholm County



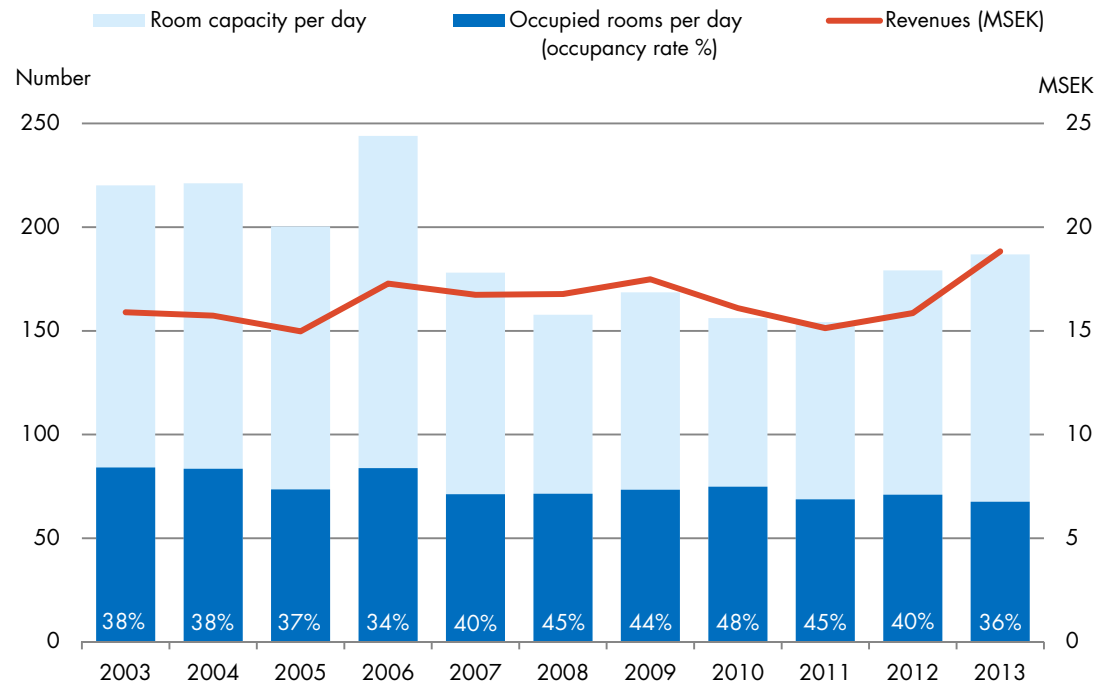
Commercial Accommodation – Vacation villages

Most vacation villages are located in the Stockholm Archipelago and they almost exclusively attract Swedish visitors.

The capacity, in terms of the average number of available rooms per day, has increased in the last two years. Seasonal fluctuations are considerable.

The number of rooms sold did not increase as much as the capacity in 2013. Capacity utilization stopped at 36 per cent. Revenues rose considerably to just under SEK 19 million.

Capacity, occupancy and lodging revenues in vacation villages 2003-2013, Stockholm County

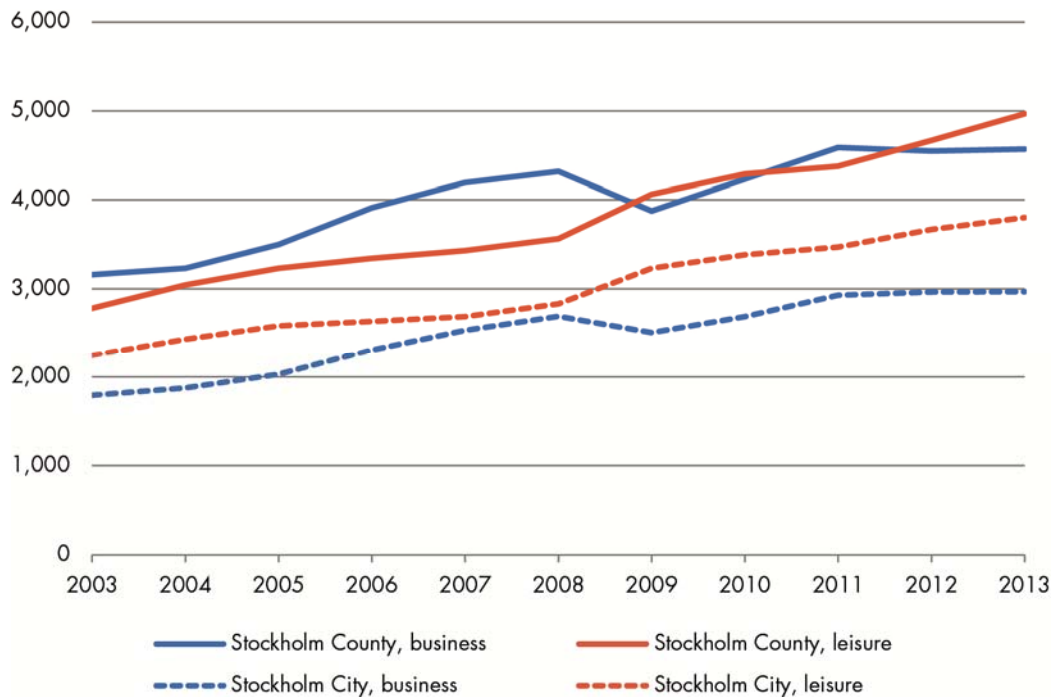


Why People Travel to Stockholm – Leisure and Business Visitors

Stockholm is home to a rich cultural life and a great variety of national and international events, restaurants and shopping experiences. Stockholm is also Scandinavia's leading city for business, with many internationally competitive industries.

Leisure and Business Visitors

Overnight stays at hotels by business and leisure visitors 2003-2013, Stockholm County and City (in thousands)



Stockholm is attractive both as a tourist destination and as a city for business. Together they create an exciting, dynamic and progressive city that attracts millions of leisure and business visitors every year.

Leisure and Business Visitors

Overnight stays at hotels by business and leisure visitors 2003, 2008, 2011-2013, Stockholm County and City (in thousands)

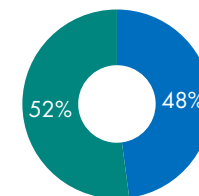
	2003	2008	2011	2012	2013
Stockholm County					
Business visitors	3,157	4,320	4,586	4,548	4,570
Business	1,940	2,976	3,322	3,261	3,306
Conference	1,218	1,344	1,364	1,287	1,264
Leisure visitors	2,783	3,564	4,376	4,666	4,966
Group	1,060	946	1,002	996	998
Leisure	1,723	2,618	3,374	3,670	3,968

City of Stockholm					
Business visitors	1,789	2,689	2,930	2,965	2,968
Business	1,465	2,285	2,496	2,530	2,553
Conference	324	404	434	435	414
Leisure visitors	2,247	2,831	3,469	3,669	3,803
Group	746	660	691	687	670
Leisure	1,500	2,171	2,778	2,982	3,133

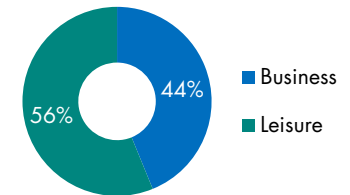
Overnight stays at hotels by business visitors remained almost unchanged since 2012, whereas the number of overnight stays at hotel by leisure visitors continued to grow.

Overnight stays at hotels by business and leisure visitors 2013

Stockholm County



City of Stockholm



International Meetings and Conventions

Stockholm is one of the world's most popular international convention destinations.

International Meetings and Conventions

Stockholm is ranked number 22 of the 44 biggest cities in the world in terms of the numbers of congress delegates attending association meetings. The statistics are based on numbers of delegates attending meetings organized by international associations which take place on a regular basis and which rotate between a minimum of three countries.

One reason is that Stockholm has excellent capacity for meetings and conventions. It is home to Stockholmsmässan, northern Europe's largest convention facility, the Stockholm City Conference Centre, Kistamässan, the Brewery and Stockholm Waterfront Congress Centre with its spectacular architecture in the heart of Stockholm.

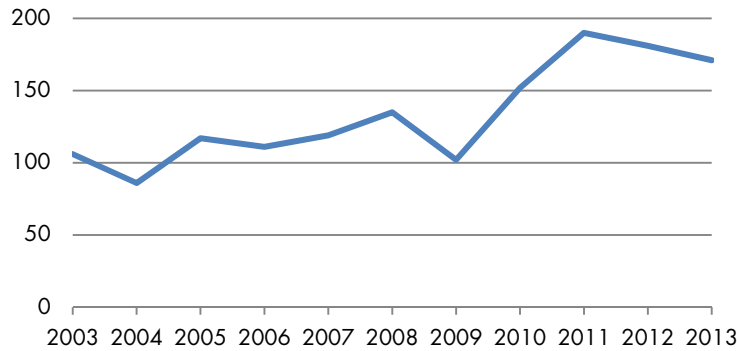
Number of international convention participants per city, 2012

Rank	City	No. of participants 2012
1	Vienna	135,753
2	Berlin	10,621
3	Amsterdam	95,778
4	Bangkok	86,757
5	Paris	86,426
6	Barcelona	85,438
7	Dublin	73,903
8	Copenhagen	72,303
9	London	71,965
10	Istanbul	70,067
11	Singapore	66,187
12	Prague	57,799
13	Washington, DC	55,167
14	Munich	51,661
15	Milan	48,279
16	Hong Kong	46,730
17	Seoul	45,860
18	Lisbon	45,847
19	Taipei	45,736
20	Madrid	45,556
21	Beijing	45,187
22	Stockholm	44,975
23	Sydney	43,181
24	Kuala Lumpur	41,987
25	Busan	41,153

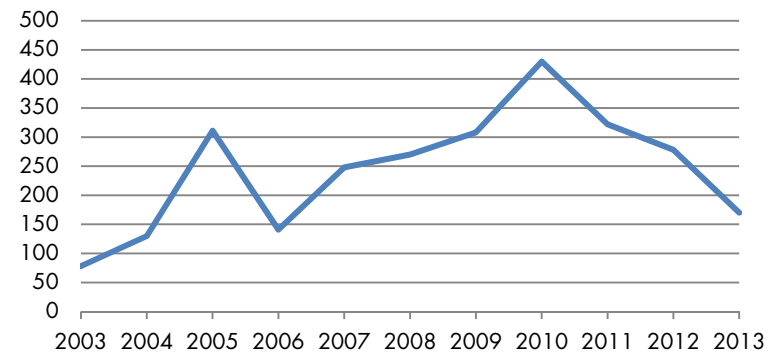
International Meetings and Conventions

In total Stockholm attracted 171 international association meetings with some 51,000 delegates and generated 170,000 overnight stays during 2013.

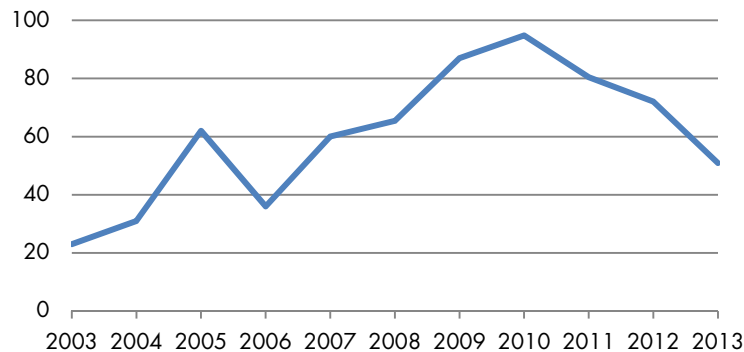
International conventions in Stockholm, 2003-2013



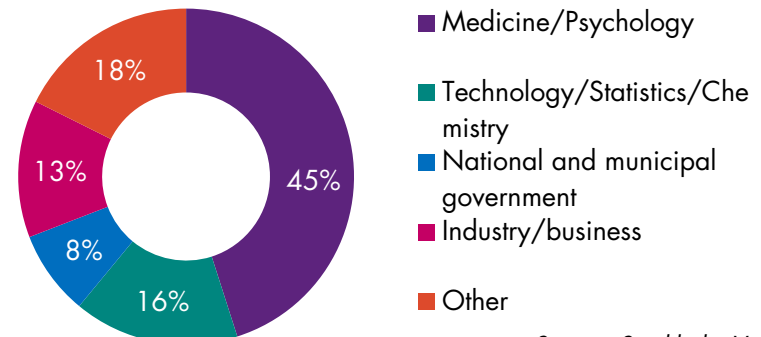
International convention-related overnight stays in Stockholm, 2003-2013 (in thousands)



International convention participants in Stockholm, 2003-2013 (in thousands)



International convention participants by subject area in Stockholm, 2013



Major Attractions in Stockholm

There are a large number of events and exhibitions organized every day, and they attract millions of visitors to Stockholm every year.

Major Attractions in Stockholm

Events and exhibitions attract millions of visitors to Stockholm. Together with the city's various sights, regular events create an attractive destination for both visitors and Stockholmers alike.

Kulturhuset keeps being the cultural attraction with the most visitors. Vasa Museum and Skansen – the world's first open-air museum – are the two museums that attract the most visitors.

Major attractions in Stockholm County, 2013

Rank	Destination	Number of visitors (in thousands)
1	Kulturhuset (incl Stockholm City Theatre)	2,641
2	Stockholm Globe Arenas (incl Skyview)	1,700
3	Gröna Lund	1,535
4	Skansen	1,426
5	Sightseeing, Strömman Group	1,398
6	Friends Arena	1,250
7	Eriksdalsbadet, Swimming Center	1,106
8	Vasa Museum	1,088
9	Stockholmsmässan	963
10	Moderna museét	531
11	Fotografiska	495
12	Swedish Museum of Natural History (incl Cosmonova)	477
13	Casino Cosmopol	444
14	Stockholms Stadion	427
15	City Hall	394
16	Junibacken	371
17	Royal Palace, The Royal Apartments	317
18	Kaknästornet	312
19	Museum of Science and Technology	300
20	Royal Swedish Opera	291
21	Stockholm Concert Hall	265
22	Royal Dramatic Theatre	252
23	Abba the Museum (incl Swedish Music Hall of Fame)	250
24	Solvalla, Trotting Arena	250
25	The Butterfly House Haga Ocean	250

Source: Stockholm Visitors Board

How Much Visitors Spend

Tourism is of great importance for the economy in Stockholm.

Consumption During the Visit

Business visitors staying at hotels are the target group that spends most money during their visit to Stockholm. Leisure visitors staying in hotels are increasing in number and they are also spending more money than earlier.

Expenditures by day visitors remained at an unchanged level in 2013 compared with 2012. In a longer perspective (10 years) day visitors expenditure in Stockholm has increased less than spendings by overnight visitors.

Consumption (SEK) per visitor and day in Stockholm County and City, 2003, 2008, 2011-2013

	2003	2008	2011	2012	2013	City of Stockholm 2013
Hotel	1,326	1,841	1,665	1,776	1,807	1,807
Business visitors	1,512	2,289	2,148	2,150	1,966	2,170
Leisure visitors	1,115	1,299	1,158	1,412	1,661	1,523
Vacation village	438	511	607	669	598	
Camping	249	305	325	382	337	337
Hostel	370	420	595	642	635	634
Weekend cottage	112	173	180	181	218	
Friends and relatives	322	317	345	430	388	515
Pleasure boat	135	199	280	226	238	234
Other	396	522	635	560	455	886
Day trips	431	452	475	479	480	587

Source: Resurs AB